



A study on customer satisfaction towards Allen Sollyapparel (special reference to Coimbatore city)

B Ramya¹, Dr. M S Sivasankarn²

¹ Assistant Professor, Department of Commerce, Rathinam College of Arts and Science (A), Coimbatore, Tamil Nadu, India

² Assistant Professor, Department of Commerce, Government Arts and Science College, Gudalur, Tamil Nadu, India

Abstract

This study examines the customer satisfaction with Allen Solly Apparels in the Coimbatore city, focusing on buying behaviour, market trends, and customer issues. The research uses surveys and secondary data to analyse the demographics, purchase patterns, and satisfaction levels. The majority of respondents are female, young adults, and students, indicating specific target groups for the brand. Product quality, customer service, and overall shopping experience are being the primary satisfaction factors of this research. However, the areas for improving sectors include apparel variety and online services. The study proposes strategies for Allen Solly to strengthen its market position and improve customer satisfaction, including tailored marketing, prompt resolution of customer issues, diversification of product offerings, and leveraging word-of-mouth referrals. This comprehensive understanding of customer sentiments provides actionable recommendations to enhance the brand's market presence and customer experience.

Keywords: Allen solly apparels, market trends, customer satisfaction, services

Introduction

The marketing age has shifted towards focusing on customer satisfaction and providing higher value to the target market than competitors. Companies that prioritize customer satisfaction are more likely to succeed in the market and increase their market value. Understanding and fulfilling customers' needs and desires is crucial for success in advertising. Quality management frameworks attempt to standardize customer satisfaction estimation, but these methods are often used in practice.

Branded products play a vital role in the global market, especially in Indian markets where economic growth is rapidly changing and people's lifestyles, purchase behavior, and purchasing power have increased since globalization. The apparel industry in India contributes to the GDP rate at 4% and creates the second largest employment opportunities. Multinational brands have influenced Indian consumers to purchase more variety and attracted fashion branded apparel.

Customer satisfaction should be the objective of each trade, as satisfied customers return and may stay longer. Components influencing customer satisfaction include department-specific abilities, provider innovation angles, and other variables. Components can be divided into two categories: provider behavior and product and benefit execution. The behavior of providers depends on the skills of their managers and representatives, while the quality and proficiency of products also play a significant role in enabling efficient operations and reduced maintenance.

Needs for the study

- To conduct a comprehensive study on customer satisfaction towards Allen Solly.
- To assess the quality of products, customer service, and overall shopping experience towards Allen Solly.
- To study and identify the gaps between customer expectations and the brand's actual performance.

Statement of the problem

This study examines customer satisfaction with Allen Solley Apparels' products, services, and shopping experience. It aims to understand factors contributing to satisfaction, such as product quality, pricing, customer service, and brand perception. The research will help companies make informed decisions and implement strategies that meet customer needs and preferences.

Objectives of the study

- To analyze the buying behavior of customers.
- To study the present market of Allen Solley Apparels.
- To analyze the common problems of Allen Solley customers.
- To understand the conceptual meaning of customer satisfaction.

Scope &Importance of the study

- The study has been undertaken to examine customer satisfaction towards Allen Solly Apparels with a special reference to Coimbatore city.
- The study will aim to gather a wide range of perspectives to ensure a comprehensive understanding of customer satisfaction.

Research Methodology

This research methodology focuses on analyzing customer satisfaction with Allen Solly Apparels using scientific methods, procedures, and data collection. A quantitative analysis with a survey question is used to gather relevant information.

Research Techniques and Tools

For the analysis, the gathered data were methodically coded and decoded. They were then presented in a very readable format with appropriate tables, frequency, and percentages. The questionnaire was taken about the respondent's age, gender, occupation, and frequency of purchasing products, rating on cost, quality, customer services, online shopping

experience, and rating on overall satisfaction of the customers. Based on the reliability of the available data, only a few statistical methods and techniques were used for the analysis. For analysis, the factors, and percentages were employed. The SPSS version 16.0 Package was also used to analyze the study. The various tools used for the study are below:

- (a) Percentage analysis
- (b) Chi-Square Test

Method of collection

▪ **Primary Data**

In this, the questionnaire is used for collecting the data through Google Forms.

▪ **Secondary Data**

Data was collected through websites, online portals, and company profiles.

Limitations of the study

- This study is based only on the reference to the Coimbatore district.
- Only 150 respondents' opinions were used as the basis for the study.
- A portion of the respondents wondered whether or not to answer genuinely honestly.

Review of Literature

- Md. Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad Anwarul Azim, Md. Russel Anwar (2014) ^[1], study reflects that many demographic factors and other purchase pattern factors have a significant influence on the customer's choice of retail outlet and buying of apparel products. Showroom-specific factors also have influence on the buying behavior of retail outlets. Cat's Eye, Artist, Aarong, Westecs, Ecstacy, Kay-kraft, and Yellow are the leading brands and are the most preferred brands and possess many better positive attributes. According to the ranking by customers, the quality factor prevails in the first position, color and design, comfort and style and price are securing successive ranks respectively
- K. Balanaga Gurunath Anand, M. Krishnakumar (2013) ^[2], studied the apparel buying behaviour of Indian consumers through five dimensions viz. consumer characteristics, reference groups, store attributes, promotion and product attributes. The results show that the store attributes promotion and reference groups are the important dimensions of apparel buying behaviour.
- Jafar Iqbal Laskar and Haidar Abbas (2014) ^[3], this study aims to study the consumer awareness about various apparel brands (sources of awareness as well as the extent of awareness), their perception about these brands and the factors that affect their perception. Researcher has seen that advertisement and shelf presence are the main source of brand awareness. Firms which are investing in other means should introspect their strategies.

Overview of the study

The Aditya Birla Group, a premium global corporation with over 120,000 employees from 42 nationalities, is the world's

largest producer of the Viscose Staple Fiber industry. The group operates in 36 countries and has been ranked fourth in the world and first in the Asia Pacific in the 'Top Companies for Leaders' study in 2011. Over 50% of its revenues come from its overseas operations. The Aditya Birla Group has a vision to be a premium global conglomerate, focusing on each business and delivering superior value to customers, shareholders, employees, and society. The group has made successful forays into life insurance, asset management, financial services, telecom, business process outsourcing, and IT services.

Business structure

Allen Solly, a casual wear brand under Adithya Birla Fashion and Retail Limited, has gained popularity in the Indian fashion market. The brand operates as a separate entity within the company, handling design, production, marketing, and retail. It follows a vertical integration model, managing all aspects of operations in-house to maintain quality standards. Allen Solly sells its products through various channels, including standalone stores, multi-brand outlets, and department stores. Its strong distribution network and online presence allow it to reach customers across different cities and regions.

Data Analysis and Interpretation

▪ **Percentage analysis**

Table 1: Gender of the respondents

S.no	Particular	No. of respondents	Percentage
1	Male	84	56.4
2	Female	66	43.6
Total		150	100

Interpretation

The above table shows that 56.4% of the respondents belong to males and 43.6% to females. Thus, the majority of respondents are male.

Table 2: Age categories of the respondents

S.no	Particular	No. of respondents	Percentage
1	Under 18 years	31	20.7
2	18 to 25 years	79	52.7
3	25 to 30 years	26	17.3
4	Above 30 years	14	19.3
Total		150	100

Interpretation

The above table shows that 20.7% of the respondents are under 18 years old. Other 52.7% of the respondents belong to 18 to 25 years old people. Other 17.3% of the respondents belong to 25 to 30 years old people and 19.3% of the respondents belong to above 30 years old people. Thus, the majority of respondents are 18 to 25 years old people.

Table 3: Occupation of the respondents

S.no	Particular	No. of respondents	Percentage
1	Student	74	49.3
2	Employed	61	40.3
3	Unemployed	15	10
Total		150	100

Interpretation

The above table shows that 49.3% of the respondents belong to students. Other 40.3% of the respondents belong to working employees and 10% of the respondents belong to unemployed people. Thus, the majority of respondents are students.

Table 4: Frequency of purchasing of respondents

S.no	Particular	No. of respondents	Percentages
1	Monthly	24	16
2	Once in six months	55	36.7
3	Once in year	45	30
4	Not yet purchased	26	17.3
Total		150	100

Interpretation

The above table shows that 16% of the respondents purchase a product monthly once, 36.7% of the respondents purchase a product once in six months, 30% of the respondents purchase a product once a year and 17.3% of the respondents have not yet purchased in Allen Solly.

Thus, the majority of respondents are purchasing a product once in six months.

Table 5: Age Frequency of Purchasing

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.258E2 ^a	9	.000
Likelihood Ratio	220.973	9	.000
N of Valid Cases	150		

Interpretation

The table shows cross-tabulation that illustrates the distribution of responses for the two variables, shedding light on potential patterns or associations between the age of the respondents influences the frequency of purchasing in Allen Solly. The expected counts allow for a comparison between observed and expected frequencies.

Findings

- The study shows that the majority of respondents 56.4%, belong to male.
- The study shows that the majority of respondents 52.7%, belong to the 18-25 age category of the people.
- The study shows that the majority of respondents 49.3%, belong to students.
- The study shows that the majority of respondents 57.3%, belong to purchasing the products in ALLEN SOLLY.
- Age may have an impact on how frequently people buy from Allen Solly, as evidenced by the significant correlations discovered between age and frequency of purchases.

Suggestions

- The majority of respondents are male (56.4%), suggesting the need for tailored marketing strategies and product features while ensuring inclusivity and addressing other gender identities.
- Targeting marketing campaigns for the 18-25 age group (52.7%) can be effective, using popular platforms, messaging, and visuals that resonate with their interests and lifestyles.

- 49.3% of respondents are students, making it valuable to offer discounts, promotions, and special packages to attract this demographic and consider their specific needs and preferences.
- The majority of respondents (57.3%) prefer ALLEN SOLLY products, suggesting the company should enhance its brand image, expand product offerings, and launch targeted campaigns to retain and attract customers.
- Allen Solly could be able to develop more individualized marketing tactics by using segmentation analytics or targeted demographic surveys to better understand the correlation between age and frequency of purchases.

Conclusion

The survey reveals that Allen Solly's demographics are predominantly female, 18-25-year-olds, with a significant portion being students. They prefer to buy Allen Solly products, particularly in stores. Despite some neutral ratings, most respondents are satisfied with product quality, customer service, and shopping experience. The survey suggests actionable recommendations for Allen Solly, including targeted marketing, quick resolution of customer issues, offering diverse products, and word-of-mouth referrals.

References

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