

# CUSTOMER SATISFACTION ON BRANDED AND NON-BRANDED REFERENCE: SRI AYYA MEN'S WEAR AT MANNARGUDI

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## ABSTRACT

Customer prefer branded than non-branded but some of them may choose non-branded of price, quantity and quality. Research is men's wear in mannargudi one of town in Tamil Nadu. The most of the customers are preferring different colours clothes as well as different brands. AYYA men's wear is popular among the choice. Sample size of 80 customers where selected for the research. The research shows that customer are most satisfied with their colours and the design of the product take then price or quality.

## 1. INTRODUCTION

In today's customer satisfaction is based only buying brand name and image. Customer satisfaction is a main concept in quality brand purchasing practice. Customer may have perception toward branded apparel and retail garment showroom. Basically men's have frequent habit of changing style and change according to the trend. So this study in going to analysis about customer satisfaction; men's wear with reference: AYYA MEN'S WEAR. Thiruvarur (Dt)

## 2. REVIEW OF LITERATURE

**Karuppasamy Pandian.S.P and Nivetha varathani.S.P and Keerthivasan.V(2012)**

mentioned that retailer need to give more attention to these factors in order to attract and retain their customer.

**Maran.K and Badrinarayanan.J and Preveen kumar.T(2017)** explained that expectation level and satisfaction level toward the types branded apparel were having positive relationship.

**Thangavel.S and Arumugaswamy.P(2017)** stated that identifying the brand personalities that

attract consumer, companies can identify what customers look for in a product, which may help to improve brand image of the product.

**Hemanthkumar.V and Sentamilselvan.K(2016)** revealed that elusively through a structure questionnaire and the data so gathered are analysed with appropriate tools and techniques to arrive at authenticated result.

**Gaurav vashishth and Nishi tripathi(2016)** examined that Maximum people think that price is a most important factor which they take into consideration while buying.

## 3. RESEARCH

### METHODOLOGY

Men's in the Mannargudi City is taken as sampling unit for the study. The data were collected by using a well-structure interview schedule. The primary data had been collected from the respondent in the study area research and secondary data were refferred from research publications, journal, books and web sources. Using the sample random sampling

method, in the study area of the descriptive statistics are used to evaluate the data.

## HYPOTHESES

**H0:** There is no relationship between branded and non branded costumes

**H1:** There is relationship between branded and non branded costumes

## SAMPLE SIZE

The total respondent was 80. Among the population of Mannargudi zone. The obtained were analysed in mean value and most of the respondents accepted in strongly agree & agree used by questionnaire.

## 4. DATA ANALYSIS

Data analysis tools was ANOVA: single factor.

**TABLE.4.1**

| S.No | VARIABLES           | S.A | A  | N  | DA | S.DA |
|------|---------------------|-----|----|----|----|------|
| 1    | associate           | 45  | 29 | 5  | 1  | 0    |
| 2    | price rate          | 33  | 33 | 10 | 4  | 0    |
| 3    | dress colour        | 29  | 26 | 17 | 7  | 1    |
| 4    | good quality        | 28  | 31 | 15 | 6  | 0    |
| 5    | environment         | 28  | 21 | 16 | 14 | 1    |
| 6    | overall experience  | 18  | 32 | 13 | 13 | 4    |
| 7    | parking facility    | 31  | 24 | 10 | 13 | 2    |
| 8    | time taking         | 29  | 28 | 13 | 7  | 3    |
| 9    | quality proportiate | 35  | 27 | 6  | 10 | 2    |
| 10   | variety of dress    | 38  | 22 | 12 | 6  | 2    |
|      | Mean                | 31  | 27 | 12 | 8  | 1.5  |

**TABLE.4.2**

| Source of Variation | SS     | df  | MS   | F    | P-value | Fcrit |
|---------------------|--------|-----|------|------|---------|-------|
| Between Groups      | 42.23  | 9   | 4.69 | 4.37 | 0.00    | 1.89  |
| Within Groups       | 847.65 | 790 | 1.07 |      |         |       |
| Total               | 889.88 | 799 |      |      |         |       |

The table-4.1 it shows clearly showed that the mean score 31.4 higher on “Agree” followed by mean score 27.3 on “Strongly Agree” it clearly indicated that there is significant relationship between customer satisfaction in men’s wear. From table-4.2 F value is greater than F crit value therefore, alternative hypothesis (H1) is accepted.

## 5. CONCLUSION

AYYA men’s Wear is one of the best textiles in Mannargudi. its target mainly for youngsters. The customers are satisfied with their brands and design.

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