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CUSTOMER SATISFACTION TOWARDS FASHION BRAND WITH REFERENCE TO RAYMOND

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Abstract: The key to a fashion identification effect is its potential to catch consumer's interest and set to craze that increase through the market. By generating creative blueprint, fascinate marketing effort and planned partnership brands produce a unique name that connect with their selected consumers. This relationship show to faithful buyers who keep tough their products and services, setup brand's existence in the market. But is does not stop there. Trending brands also give to the economy by giving rich in the revenue. By job creation, and feeling extension in various region. The worldwide fashion industry is invented the planners, manufactures, retailers, and facility donor, all of whom give to a powerful economic impact.

Keywords: Brand, Fashion accessories, opportunities

1. INTRODUCTION:

A identification is more than a tag, it's a concept of recognition, imagination and desire. It concludes a unique beauty, and spirit that attract to its target consumer. In other words a trending brand is a narrator, telling stories through deigns, campaigns and alliance. It trends, defines manner, and effect civilizing understanding, of beauty and self-expression. Powered by workmanship transformation and market awareness. Every trending weaves out a special brand image and produce a fan base. From high-end fashionable, dressmaking store to street wear labels, each brand makes its unique brand image.

2. COMPANY PROFILE

- **COMPANY TYPE:** Public company
- **INDUSTRY :** Textiles, engineering, aviation& real estate
- **FOUNDED :** 1925;100 years ago
- **FOUNDER :** Albert Raymond
- **HEAD QUARTERS:** Mumbai, Maharashtra, India
- **KEY PEOPLE:** Gautam Singhanian(chairman)
- **PRODUCTS:** Fabrics, garments, designer wear, denim, cosmetics& toiletries, prophylactics and air charter services
- **REVENUE:** ₹5,1913 crore(Us\$700million)
- **Subsidiaries:** RAYMONDL.T.D
- **Website:** WWW.RAYMOND.in

2. OBJECTIVES & SCOPE OF THE STUDY:

- To analyse what are the various factors which influence consumer to choose Raymond's Fashion Wear.
- To study consumer preference regarding Raymond's Fashion Wear. Secondary objectives:
- To study the market strength of Raymond's Fashion Wear.
- To study the different strategies used by Raymond's Fashion Wear to promote their sale.

4. LITERATURE REVIEW:**1 According to JACKSON and SHAW (2009)**

With the combination of low clothing price and high household income, there has been a surge in the consumption of extremely cheap and disposable clothing items.

2 According to SESINIETAL (2020)

The primary challenge of sustainable consumption lies in satisfying current desires without compromising the well-being of future generation and the environment overtime.

3 According to WIEDRHOLD and MARTINEZ (2018)

Literature provides an insight into the gap between consumer attitude and purchase behavior, implies that a positive attitude towards sustainable fashion in not always followed by purchasing.

5. RESEARCH METHODOLOGY:**DATA COLLECTION METHODS**

Primary data are those which have been personally collected or have been getting with direct statement. It mention to information collected exactly for a study from the field of investigation it was mainly pickup through the survey method using a questionnaire as the tool.

Secondary data refers to details that has already been collected and subjected to statistical analysis. It evolve through articles, journals and websites.

SAMPLE SIZE: 50 SAMPLE UNIT: SATNA, REWA.

6. DATA ANALYSIS & INTERPRETATION:

1 Which factor influence your decision to purchase fashion brands?	Quality	Unique Identity	Total
Respondent	20	30	50
Percentage	40	60	100

Interpretation: 60% respondents influence identity and brand reputation of the product.

2 What influencing public in brand fashioning ?	Advertising	Branding	Marketing	Total
Respondent	20	22	8	50
Percentage	40	44	16	100

Interpretation: 40% respondents of different stand influenced by advertising and branding in fashioning.

3 When do you prefer fashion brand?	Frequently	On occasions	Regularly	Total
Respondents	18	22	10	50
percentage	36	44	20	100

Interpretation: with 36% respondents prefer frequently fashion brands and on occasionally with 44% prefer fashion brands.

4 Have you ever experience any negative impact on fashion clothing?	YES	NO	TOTAL
Respondents	35	15	50
percentage	70	30	100

Interpretation: Most of the respondents 70% faced the negative expression in fashion clothing

5 Does it impact that if Raymond's enters to different fashioning sectors?	Yes	No	Total
Respondents	30	20	50
Percentage	60	40	100

Interpretation: 60% of the respondents think that there is an effect if Raymond enters in different fashioning sectors.

6 Does Raymond's creating quality clothing and providing to you?	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Total
Respondents	15	5	13	10	7	50
Percentage	30	10	26	20	14	100

Interpretation: 30% agree that Raymond provide quality clothing and 26% with neutral.

7 Do you agreed that Raymond's currently providing good service?	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Total
Respondents	16	4	8	20	2	50
Percentage	32	8	16	40	4	100

Interpretation: 32% respondent agree that Raymond currently providing good service.

8 Do you agree Raymond's to upgrade in fashioning?	Yes	No	Total
Respondents	40	10	50
Percentage	80	20	100

Interpretation: 80% respondents agree with Raymond to upgrade in fashioning.

9 Are you aware of Raymond's ?	Yes	No	Total
Respondent	35	15	50
Percentage	70	30	100

Interpretation: 70% were aware of Raymond.

10 which fashion brand do you prefer?	Peter-England	Raymond	Others	Total
Respondents	10	30	10	50
Percentage	20	60	20	100

Interpretation: 60% of respondents prefer fashion brands in Raymond and remain with Peter - England and Others.

7. FINDINGS & SUGGESTIONS

FINDINGS:

Findings:-

- 60% respondents influence by the identity and brand reputation of the product.
- 40% respondents of different stand influenced by advertising and branding in fashioning.
- With 36% respondents prefer frequently fashion brands and on occasionally with 44% prefer fashion brands.
- Most of the respondents 70% faced the negative expression in fashion clothing.
- 60% of the respondents think that there is an effect if Raymond enters in different fashion segments.
- 50% of the respondents agree that Raymond provide quality clothing and 26% were neutral.
- 72% respondents agree that Raymond currently providing good service.
- 80% respondents agree with Raymond to upgrade in fashioning.
- 70% were aware of Raymond.
- 60% of respondents prefer Raymond in fashion brands

SUGGESTIONS:

- Customer feedback and their suggestions should be taken care off .
- After sales services needs to be prompt to resolve any kind of issue
- Provide superior quality products and facility, regularly work to raise the quality of goods and services deliver to clients. This makes sure that consumer get value for their money.

8. CONCLUSION

Raymonds stands as a brand in the market which has a very prominent effect in the market specially in men's casual wear segment with its distinct features creating firm and strong brand identity .

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