An Analysis On Customer Insight And Satisfaction Towards Max Fashion Brand
(With Special Referance To Coimbatore City)

Ms.N.Kavishree[1], Ms.U Manjusree[2]
[1, 2] Dept of commerce
[1, 2] Sri Krishna Adithya College of Arts and Science, Coimbatore

Abstract- *This study highlights the customer insight and satisfaction towards Max fashion brand. Max fashion is a fashion brand under the banner of UAE – based landmark group. The main objective of the analysis is customer preference and satisfaction level of the respondents.The study was conducted in Coimbatore city with sample size of 130 respondents through random sampling method.The method used for this study is Simple percentage analysis, Weighted Arithmetic Mean Method and Ranking Analysis Method.*

I. INTRODUCTION

Indian retail industry has emerged as one of the most dynamic and fast-paced industries due the entry of several new players. The retail sector in India is expected to reach a whopping US$ 2 trillion in value by 2032, according to a recent analysis by the Boston consulting Group (BCG). Customer satisfaction is a measure of how products and services supplied by company meet or surpass customer Expectation. In a survey of nearly 200 senior marketing managers, 71 Percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

STATEMENT OF THE PROBLEMS:

Retention of customers is not possible without customer Satisfaction. . This study will help us to understand the customer satisfaction level and their expectation and their preferences. Hence the purpose of this study is to evaluate the reach of Max Fashion Brand among the consumers in overcoming their competition by enhancing the quality, undertaking innovative promotional strategies and bringing New innovations in the market.

OBJECTIVE

1. To analyze the consumer perception and Buying behavior regarding the preference of Max Fashion Brand.

2. To offer valuable suggestions to improve the Service of Max Fashion Brand in Coimbatore City

II. REVIEW OF LITERATURE

SHANMUGAM (2018) conducted a survey on "Consumer and Dealers preference and satisfaction towards Max Fashion". From the study it was suggested that the company has to take necessary steps to overcome the duplicate market.

KOTLER AND KELLER (2012) said that "satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations". Whereas, customer satisfaction According to Jahanshahietal. (2011) is "customer satisfaction is the result of a customer's perception of the value received in a transaction or relationship –Where value equals perceived service quality relative to price and customer acquisition costs".

SCOPE

In order to satisfy consumers every company must try to find company's performance in the expectations of the customers. To know about the feedback about the customers is very important. If the customers are not satisfied, they would switch over to the other Brand. It is very difficult to bring back those customers to make purchase and encourage them to make a word of Mouth.

III. METHODOLOGY USED IN THIS STUDY

RESEARCH DESIGN

Descriptive research was conducted in this study to make the research effective and Useful to the needy. This research design was adopted for this study is exploratory and Descriptive design. This project is designed to identify the factors which influence the customers and the ways through

which to choose or to buy Max fashion brand in Coimbatore city.

SAMPLE SIZE

The sample size is 130 respondents

AREA OF THE STUDY

This study is conducted in the Coimbatore city.

DATA COLLECTION

Data are facts may be derived from several source. Data is of two types Primary and Secondary.

PRIMARY DATA

Primary data is information that you collect specifically for the purpose of your research project by way of preparing a questionnaire. Data observed or collected from first-hand experience.

SECONDARY DATA

Secondary data refers to data which is collected by someone who is someone other than the user common sources of secondary data for social science include censuses, information collected by Government departments, organizational records and data that was originally collected for other research purposes.

LIMITATION OF THE STUDY:

As the population is numerous in the study area 130 respondents were selected in the Coimbatore city. from the total population. The respondents were selected by convenient sampling method

TABLE: Simple percentage analysis

Factors	Options	No. of Respondents	Percentage
Gender	Male	68	52.3
	Female	62	47.7
Age	Below 18 years	13	10
	18– 30 years	110	84.5
	30 – 40 years	5	3.8
	Above 40 years	2	1.7

Marital status	Married	12	9.2
	Unmarried	118	90.8
Qualification	Schooling	12	9.2
	Diploma	4	3
	UG degree	86	66.2
	PG degree	14	10.8
	Professional	14	10.8
People attracted By fashion trend	yes	111	85.4
	no	27	14.6
Came to know about max fashion	spouse	8	6.2
	Social media/ advertisement	50	38.5
	neighbors	4	3
	relatives	7	5.4
	friends	61	46.9
Sections prefer in max fashion	Womens	86	76.1
	kids	6	5
	accessories	6	5
	mens	56	43
Type of clothing respondents prefer	comfortable	62	47.7
	Fashionable	51	39.2
	others	5	4.6
	traditional	12	8.5
Does the price tag displayed	Yes	119	91.5
	No	11	8.5
Why prefer max fashion	brand	43	33.1
	style	30	23.1
	price	13	10
	quality	44	44.8
Possible brands to beat max fashion	westside	64	49.2
	shoppershop	17	13
	zudio	15	11.6
	pantaloons	34	26.2
Max fashion can be beaten or not	Yes	95	73.1
	No	35	26.9
Prefer max	yes	90	69.2

fashion to others	no	40	30.8
Suggest max fashion to others	yes	121	93
	no	9	7

INTERPRETATION

This study reveals that majority (52.3) of the respondents are Male, majority (84.5) of the respondents are in age group between 18 - 30 years, majority (90.8%) of the respondents are unmarried, majority (66.2%) of the respondents are in their Under graduation, majority (85.4) of the respondents of the respondents are attracted from max fashion, majority (46.9%) of the respondents came to know about Max fashion by Friends,majority (76.1%) of the respondents prefer Women's section in Max Fashion, majority (47.7%) of the respondents prefer comfortable clothing in Max fashion, Majority (91.5%) of the respondents are aware of the visibility of price tag, majority (44.8) of the respondents prefer quality in Max fashion (73.1%) of the respondents prefer possibilities whether the market for max Fashion can be beaten or not. majority (69.2%) of the respondents think max fashion brand is affordable to all kind of peoples, majority (49.2%) of the respondents said that the Westside have the possible impact to overtake the market of Max Fashion, majority (93%) of the respondents will recommend Max Fashion Brand to others.

IV. FINDINGS

1. Majority (52.%) of the respondents are Male.
2. Majority (84.5%) of the respondents are in ageGroup between 18 – 30 years.
3. Majority (90.8%) of the respondents are married.
4. Majority (66.2%) of the respondents are in their Under graduation.
5. Majority (46.9%) of the respondents came to know about Max fashion by Friends.
6. Majority (76.1%) of the respondents prefer Women's section in max Fashion.
7. Majority (47.7%) of the respondents prefer Comfortable clothing in Max fashion.
8. Majority (91.5%) of the respondents are aware of the visibility of price tag.
9. Majority (91.5%) of the respondents are aware of the visibility of price tag,
10. Majority (44.8) of the respondents prefer quality in Max fashion
11. (73.1%) of the respondents prefer Possibilities whether the market for max Fashion can be beaten.
12. Majority (69.2%) of the respondents think max Fashion brand is affordable to all kind of peoples
13. Majority (49.2%) of the respondents said that the Westside have the possible impact to overtake the market of Max Fashion.
14. Majority (93%) of the respondents will Recommend Max Fashion Brand to others

V. SUGGESTIONS

- The retail shall explore more Designs with various fabric to meet customer expectations.
- The retail shall offer more discount in festival time
- to retain customers.
- The retail shall reduce the target price for getting special gift to meet the customer expectations.
- The retail shall bring better seating arrangements
- for the convenience of the customer.

VI. CONCLUSION

The feedback given by various customers and requires a lot to be improved in order to gain customer delight. Most of the family wants to purchase from big showrooms and malls because there are no bargaining system so they have a trust that there is no cheating. The main strength of most of the retail outlets are providing attractive offers to attract customers. The sea of change can pull customers in many directions. It is our responsibility to light the way and take care of them before the competition.

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