

# Study on Customer Satisfaction on Rupam Shirts at Rupam Exports, Bijapur

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*Abstract- Customer satisfaction is most important in the Rupam exports, Bijapur. Client is the end goal of any business since it is the customer who pays for supply and creates demand. Rupam exports competitive business environment for Rupam exports, bijapur. Customer satisfaction is also increasing important components of effective organization. Customer satisfaction plays an important role with in your business not only is it the leading indicator to measure customer loyalty, identify unhappy customers reduce churn and increases revenue, it is also a key point of differentiation that helps you to attract new customers in competitive business environments.*

## I. INTRODUCTION

Reasons for customer's satisfaction

- Customers satisfaction promotes customer retention
- Customer satisfaction promotes customer loyalty
- Retaining satisfied customers is cheaper than acquiring new ones
- Customer satisfaction matters even more than prices

## II. OBJECTIVES

- To study psychological socio culture and economic factors influencing the customers satisfaction.
- To find out the customer satisfaction level towards Rupam exports (shirts).
- To understand the customers mind and buying behaviour with respect to Rupam exports (shirts).
- To provide information based on market survey and suggest measures that could improve customers' satisfaction of Rupam Exports (shirts) Bijapur.

## III. SCOPE OF THE STUDY

The study pertaining to factors which have been influencing customer satisfaction of Rupam exports (shirts)

- It will help to identify how Rupam exports (shirts) is being positioned in the minds of the customers.
- It will help to know the factors influencing the customer satisfaction.
- It helps to ascertain the position of the company in the specific industry.
- It will also help to formulate new marketing strategies for the company.
- It will help to identify customer needs & preferences.
- It will help to know the satisfaction level of the customers

## IV. RESEARCH METHODOLOGY

This says that the research design depends upon some common designs questions like,

- What to study?
- Why to study?
- Where to study?
- What type of data is required?

The need is to follow the systematic step-by-step approach to solve research problem. As pointed out by Rozakis that "Before you began your research, I recommend that you draft working outline". "Each exploration must begin with a predefined and obvious goal. This necessitated research goal ought to be characterized obviously and arranging ought to be done to find the solutions to what, why and where type questions. When we discuss inquire about system, we discuss look into techniques. We ought to strategies with the goal that exploration results are equipped for

being assessed either by the analyst himself or by others".

Primary data: the data collected directly from first hand through,

Interviews method: Personal meeting of the client are taken at various dimensions to get their suppositions and proposals. Furthermore, the meeting was organized in nature.

Questionnaires method: Structured survey based on data gathered from various sources. The poll both open and finished inquiries.

#### V. LITERATURE REVIEW WITH RESEARCH GAP

- Schmitt, B. (1999) Product involvement is conceptualize as sensation, feelings, cognition, and behavioural response evoke brand related stimuli that are part of product's project and uniqueness, container, and environs. The authors distinguishes more familiarity dimension construct brands experiences evaluation, brands association. Also, brand experiences affect purchaser satisfaction loyalty directly through brand nature association.
- Simpsons and Shettyi (2001): completed tremendous report India material industry. The motivation behind investigation is to dissect India's material and attire industry, its basic issues, advertise get to obstructions, administration of India to upgrade the business' intensity in the post Multifibre Agreement time. The investigation likewise surveys and exchange and venture open doors for U.S. firms as India ventures an all the free and straightforward exchange routine. With the end goal of concentrate exploratory examination is done in which top to bottom meetings are finished with different government authorities South IndiasTextile and Research Association, and practically all administrators of India's extensive material factories.
- Verma (2001) in his article accentuated on the effect on the Indian material and attire industry after quantity end. It says that Indian material and attire exporters need to get fundamental changes in

their techniques for creation, the executive's style, limit, advertising aptitude and profitability levels so as to stay aggressive in worldwide market. Likewise it put unique accentuation on the measure of Indian material units when contrasted with partner in China.

- Verma (2002) completed extensive report with goal to assess the fare intensity of Indian material and attire division. Since Indian material and apparel part dominantly cotton based, investigation centred on cotton material and attire and take a gander at the whole esteem bind from fibre to article of clothing and retail dissemination. The extent of study covers the items in Indian fare crate which have appeared encouraging development in esteem. The Study presumes that Indian fares to US and EU are trade aggressive in general. Part savvy examination of fare execution of Indian material and garments areas to US and EU uncover attire or garments significant requirement development, while it isn't valid if there should arise occurrence of yarn sends out. Indian material and dress division has enormous potential and just bit of which is investigated till now and this weakness because of arrangement requirement.

#### VI. THEORETICAL BACKGROUND OF THE STUDY

The unit is a modern garment making unit making formal shirts. The factory is surrounded by well-kept garden. The Employee motivation and skill are among the best in the industry. The company constantly upgrades the skills of employee by inviting specialist from the field to identify areas for improvement and upgrade the skill. The unit is located in Bijapur a part of north Karnataka.

The Vision: A garment unit located at Bijapur has the potential to provide the best quality garments at extremely cost effective rates. It is our belief that the industries would come up in places where there is availability of trained labour. Our team does the work with great dedication.

Our Cutting Section: We have upgraded our cutting section with Reach CAD for pattern making and Lay

marking. We have completely upgraded our system to lay print out for each lay. Hence the accuracy levels are high.

Quality Statement: Quality is the intelligent choice from so many options. We are trying to be the best maker of shirts in the country. There is a big scope of improvement but we are trying and we shall become one of the best.

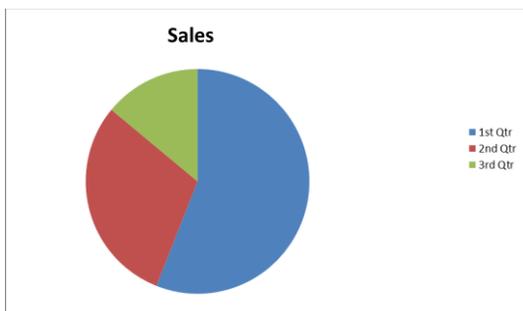
Expansion Plan: Our present installed capacity is 25000 shirts per month. We have undertaken the expansion of the unit. The expansion of the unit was completed by November 2017.

Gradually our capacity would become 50000 shirts per month by the month of June 2019. The Group: The Rupam Exports is a sister concern of Rupam Textiles and Runwal Infrastructure Pvt. Ltd. the group has three retail outlets.

VII. ANALYSIS AND INTERPRETATION

Table 1. How do you come to know about Rupam exports?

S.NO	OPTIONS	PERCENTAGE
1	Relatives	56%
2	Friends	30%
3	Advertisement	14%



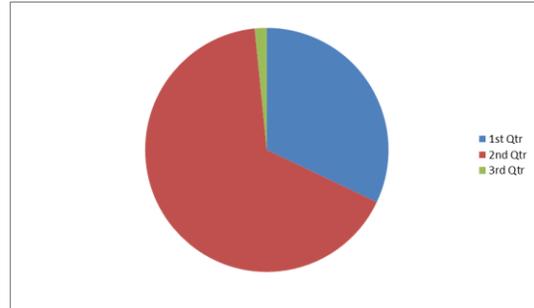
ANALYSIS INTERPRETATION

Above pie chart shows that 56% of them have come to know from Relatives, 30% of them have come to know from friends and 14% of them come to know from Advertisement.

So it is understood that relatives are also most important factor to promote the products.

Table 2. How do you rate the quality of product?

S.NO	OPTIONS	PERCENTAGE
01	Good	28%
02	Average	58%
03	Bad	55%

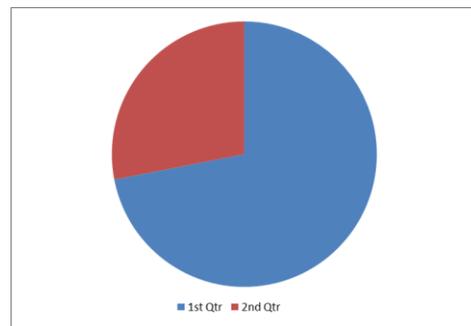


ANALYSIS INTERPRETATION

Above pie chart shows the quality of the product of rupam exports and 28% rate as good, 58% rate as average, 55% rate as bad customers are satisfied by the quality of the product.

Table 3. Are you satisfied with the fabric of the shirts?

S.NO	OPTIONS	PERCENTAGE
01	YES	72%
02	NO	28%



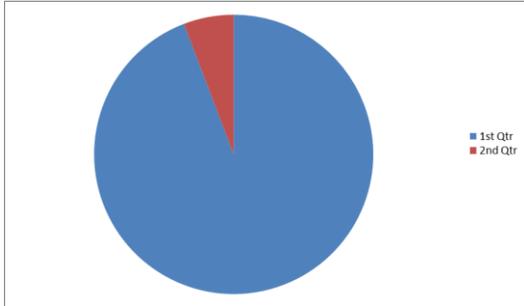
ANALYSIS INTERPRETATION

Here the above pie chart shows the satisfaction of the fabric of shirt of Rupam Exports and 72% responded to YES and 28% are responded to NO.

The customers of rupam exports are satisfied by the fabric of the shirts.

Table 4. Do you like offers of Rupam Exports?

S.NO	OPTIONS	PERCENTAGE
01	YES	52%
02	NO	48%

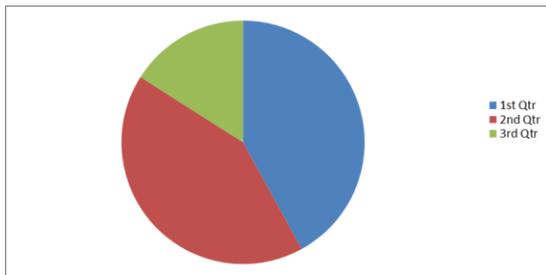


**ANALYSIS INTERPRETATION**

Above pie chart shows the customers response towards the offer here the 52% say YES and 48% says NO to its show that 52% of customers are satisfied and liked rupam exports offers rupam exports customers are happy from the offers given by the rupam exports shirts.

Table 5. How do feel the shirt fitting of the Rupam Exports?

S.NO	OPTIONS	PERCENTAGE
01	Excellent	42%
02	Very good	42%
03	Good	16%



**ANALYSIS INTERPRETATION**

Above pie chart shows the % of the shirt fitting of the rupam exports, 42% of excellent, and 42% of very good, 16% of good here the rupam exports shirts fitting are comfortable to the maximum customers.

**CONCLUSTION**

The dissertation report is based on study the customer satisfaction towards Rupam Exports in Bijapur Karnataka .This study was to know people their preference towards Rupam Exports, most of the people like and prefer Rupam shirts due to its quality and its good image. By this reports it can be said that most of the respondents comes to know about the Rupam Exports Rupam Exports remain faithful to the customers because the product of its provide high quality.

**REFERENCES**

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