

A STUDY ON THE CUSTOMER SATISFACTION TOWARDS PRODUCT IN THANGAVELU TEXTILE PRIVATE LIMITED AT SALEM

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Abstract - Customer satisfaction plays an important role in the success and growth of every business organization. In the textile industry, maintaining product quality and customer satisfaction is essential due to increasing market competition. This study focuses on analyzing the level of customer satisfaction towards the products of Thangavelu Textile Private Limited at Salem. The study aims to identify customer opinions regarding product quality, pricing, durability, and service. Both primary and secondary data were used for the research. Primary data were collected through questionnaires from 100 respondents using convenience sampling. The findings reveal that most customers are satisfied with the quality and durability of the products. The study also suggests that introducing more product variety and improving customer service can further enhance customer satisfaction and loyalty.

Keywords - Customer Satisfaction, Textile Industry, Product Quality, Customer Preference, Consumer Behaviour

1.1 Introduction

Customer satisfaction is considered one of the most important factors for business success. Satisfied customers help organizations increase sales, improve brand image, and build customer loyalty. In the textile industry, customers expect good quality products, reasonable pricing, durability, and better service. Thangavelu Textile Private Limited is one of the textile manufacturing companies located in Salem, Tamil Nadu. The company focuses on producing quality textile products to meet customer expectations. This study evaluates customer satisfaction towards the company's products and identifies the factors influencing customer opinions.

1.2 Industry Profile

The textile industry is one of the oldest and largest industries in India. It plays an important role in the economic development of the country by generating employment opportunities and contributing significantly to exports and industrial growth. The industry includes the production of fibers, fabrics, garments, and other textile products.

Tamil Nadu is one of the leading textile manufacturing states in India, and Salem is an important center for textile production and trading. The textile industry faces strong competition due to changing customer preferences, technological advancements, and market demand. Therefore, maintaining product quality and customer satisfaction has become essential for textile companies to achieve business growth and sustain market position.

1.2 Company Profile

Thangavelu Textile Private Limited is a textile manufacturing company located in Salem, Tamil Nadu. The company is engaged in the production and supply of textile products such as cotton fabrics, garments, and other textile materials. The organization focuses on delivering quality products to customers by maintaining high manufacturing standards and modern production techniques.

The company aims to achieve customer satisfaction through quality improvement, reasonable pricing, and innovative product development. Thangavelu Textile Private Limited has earned a good reputation among customers for its durable

products and reliable service. The company also concentrates on maintaining long-term relationships with customers and continuously improving its business performance in the competitive textile market.

1.3 Statement of the Problem

Customer satisfaction is an important factor for the success and growth of every business organization. In the textile industry, customers expect good quality products, reasonable pricing, durability, and better service. Due to increasing competition in the textile market, companies must continuously understand customer expectations and improve product quality to maintain customer loyalty.

Thangavelu Textile Private Limited at Salem is engaged in manufacturing textile products for different customers. However, customer preferences and expectations change frequently based on quality, pricing, product variety, and service. Therefore, it is necessary to identify the level of customer satisfaction towards the company's products and understand the factors influencing customer opinions. This study helps the company identify customer needs, improve product quality, and enhance overall customer satisfaction.

1.4 Objectives of the Study

- To measure customer satisfaction towards the products.
- To evaluate the quality of textile products.
- To analyze customer preferences and expectations.
- To identify customer complaints regarding the products.
- To provide suggestions for improving customer satisfaction.

1.5 Scope of the Study

The study focuses on customers of Thangavelu Textile Private Limited at Salem. It mainly analyzes customer satisfaction regarding product quality, pricing, durability, and service. The study helps the company understand customer expectations and improve business performance.

1.6 Limitations of the Study

- The study is limited to customers of Thangavelu Textile Private Limited at Salem.
- The sample size is limited to 100 respondents only.
- The study is based on customer opinions collected through questionnaires.
- Time constraints limited detailed analysis of all customer groups.
- The findings may vary according to changes in customer preferences and market conditions.

2. Research Methodology

The study is descriptive in nature. Both primary and secondary data were used for the research. Primary data were collected through questionnaires from customers. Secondary data were collected from books, journals, websites, and company records. The sample size selected for the study was 100 respondents using convenience sampling method.

2.1 Research Design

The study follows a descriptive research design to understand customer opinions and satisfaction levels regarding the company's products.

2.2 Sources of Data

Primary Data

Primary data were collected directly from customers through structured questionnaires.

Secondary Data

Secondary data were collected from books, journals, company records, websites, and previous research studies.

2.3 Sampling Method

Convenience sampling method was used for selecting respondents for the study.

2.4 Sample Size

The sample size selected for the study was 100 respondents.

2.5 Tools Used for Analysis

The collected data were analyzed using:

- Percentage Analysis
- Tables
- Pie Charts
- Bar Charts
- Mean Analysis (if applicable)

2.6 Area of the Study

The study was conducted among customers of Thangavelu Textile Private Limited at Salem, Tamil Nadu.

3. Data Analysis and Interpretation

The collected data were analyzed using percentage analysis, tables, bar charts, and pie charts. The analysis shows that the majority of customers are satisfied with the product quality and durability offered by the company. Customers also feel that the pricing is reasonable compared to competitors. However, some respondents suggested introducing more product varieties and improving customer service.

TABLE NO – 1

GENDER OF RESPONDENTS

Gender	No.of. Respondents	Percentage
Male	60	60%
Female	40	40%
Total	100	100%

Interpretation

The above table shows the gender-wise classification of respondents. Out of 100 respondents, 60% are male and 40% are female. It is understood that the majority of the respondents are male customers.

TABLE NO-2

SATISFACTION TOWARDS PRODUCT QUALITY

Satisfaction Level	No. Of. Respondents
Highly Satisfied	35
Satisfied	45
Neutral	10
Dissatisfied	7
Highly Dissatisfied	3
Total	100

Interpretation

The above table shows the satisfaction level of customers towards product quality. Out of 100 respondents, 35% are highly satisfied and 45% are satisfied with the product quality. Only a small percentage of respondents are dissatisfied. It is understood that the majority of customers are satisfied with the quality of the products offered by the company.

TABLE NO.3

OPINION ABOUT PRODUCT PRICING

Opinion	No. Of. Respondents	Percentage
Reasonable	55	55%
High	25	25%
Low	20	20%
Total	100	100%

Interpretation

The above table shows the opinion of respondents regarding product pricing. Out of 100 respondents, 55% feel that the pricing is reasonable, 25% consider it high, and 20% feel it is

low. It is understood that the majority of customers are satisfied with the pricing of the company's products.

TABLE NO-4

CUSTOMER OPINION ON PRODUCT DURABILITY

Opinion	No. Of. Respondents
Excellent	30
Good	50
Average	15
Poor	5
Total	100

Interpretation

The above table shows the opinion of respondents regarding product durability. Out of 100 respondents, 30% rated the durability as excellent and 50% rated it as good. Only a small percentage of respondents expressed average or poor opinions. It is understood that the majority of customers are satisfied with the durability of the company's products.

TABLE NO.5

SATISFACTION TOWARDS CUSTOMER SERVICE

Satisfaction Level	No. Of. Respondents
Highly Satisfied	25
Satisfied	40
Neutral	20
Dissatisfied	10
Highly Dissatisfied	5
Total	100

Interpretation

The above table shows the satisfaction level of respondents towards customer service. Out of 100 respondents, 25% are highly satisfied and 40% are satisfied with the customer service provided by the company. A small percentage of respondents expressed dissatisfaction. It is understood that the majority of customers are satisfied with the company's customer service.

4. Findings

Most customers are satisfied with product quality.

- Customers appreciate the durability of textile products.
- Pricing is considered affordable and reasonable.
- Some customers expect more product variety.
- Customer service requires further improvement.

4.1 Suggestions

- Introduce new product varieties based on customer preferences.
- Improve customer service and communication.
- Maintain consistent product quality standards.
- Conduct regular customer feedback surveys.
- Implement promotional activities to attract more customers.

4.2 Need for the Study

The study on customer satisfaction is important for understanding customer opinions and expectations regarding the company's products. Customer satisfaction helps the organization improve product quality, customer loyalty, and business performance. In the competitive textile industry, understanding customer needs is essential for achieving long-term success. This study helps Thangavelu Textile Private Limited identify customer preferences, improve service quality, and maintain a strong relationship with customers.

4.3 Importance of the Study

The study is useful for the company to understand the level of customer satisfaction towards its products. It helps identify the strengths and weaknesses of the company's products and services. The study also provides valuable suggestions for improving customer satisfaction and increasing customer

loyalty. The findings of the study can support future business decisions and marketing strategies.

4.4 Benefits of the Study

The study provides several benefits to both the company and customers. It helps the company understand customer expectations and satisfaction levels regarding its products. The findings of the study assist the management in identifying areas that require improvement. The study also helps the organization improve product quality, customer service, and marketing strategies. By understanding customer needs, the company can increase customer loyalty and achieve business growth. Customers also benefit when the company improves product quality and service based on their feedback.

4.5 Customer Satisfaction in Textile Industry

Customer satisfaction plays an important role in the textile industry because customer preferences and market trends change frequently. Textile companies must provide quality products at reasonable prices to satisfy customers and remain competitive in the market. Factors such as product durability, fabric quality, design, pricing, and customer service greatly influence customer satisfaction in the textile sector.

In today's competitive environment, textile companies focus on innovation, quality improvement, and effective customer relationship management to attract and retain customers. Satisfied customers help increase sales, improve company reputation, and promote positive word-of-mouth communication. Therefore, measuring customer satisfaction has become essential for textile organizations to achieve long-term success and business development.

Conclusion

The study concludes that customers are generally satisfied with the products offered by Thangavelu Textile Private Limited at Salem. Product quality and durability are the major factors influencing customer satisfaction. The company has maintained a positive image among customers through quality products and reasonable pricing. However, introducing new product varieties and improving customer service can further enhance customer satisfaction and customer loyalty in the competitive textile market.

The study on customer satisfaction towards products in Thangavelu Textile Private Limited at Salem reveals that the majority of customers are satisfied with the quality, durability, and pricing of the company's products. Customer satisfaction is an important factor that helps the organization improve customer loyalty and maintain a strong market position in the textile industry.

The findings indicate that the company has successfully met customer expectations in many areas. However, some customers expect greater product variety and improved customer service. Therefore, the company should focus on continuous quality improvement, innovation, and effective customer relationship management.

Overall, the study concludes that maintaining high product quality and understanding customer needs are essential for achieving long-term business success and customer satisfaction in the competitive textile market.