A STUDY ON CUSTOMER SATISFACTION TOWARDS LEVI'S JEANS WITH REFERENCE TO SALEM

SHEELA A[1], VASUNDRA P[2]

[1]Assistant Professor, Department of MBA, Paavai Engineering College, Namakkal, Tamilnadu,

[2]PG Student, Department of MBA, Paavai Engineering College, Namakkal, Tamilnadu, India

ABSTRACT

The physical appearance of clothing has been shown to influence consumers evaluation and purchasing decisions. However, favorable product attributes may not always translate into a purchase. In order to gain a deeper understanding of what constitute a consumer's mind, Levi's Jeans were used as the research method was employed to illuminate underlying consumer motives. In total, eighty male and female subjects aged from less than twenty-five to forty years participated in this study. The results of this study reveal that the preferred jeans choices were closely related to the fit of the garment, body image and appropriateness of use.

Keywords: Consumer Satisfaction, Levi's Jeans

1. INTRODUCTION

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation, Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty." Customer satisfaction data are among the most frequently collected indicators of market perceptions.

The goal for every company should be to make its customers satisfied. Satisfied customers will come again and might stay as customers for a longer period. It is important for the company to actually care and appreciate the customer. It is clear that if the company can make the customer satisfied the customer will come back again and the customers might tell to some of their friends about the good service they got. So, through satisfied customers it is possible to save in marketing expenses

2. METHODOLOGY

According to industrial research institute in research methodology, research always tries to search the given question systematically in our own way and find out all the answers till conclusion. For finding or exploring research questions, a researcher faces lot of problems that can be effectively resolved with using correct research methodology.

2.1 Sample size

The sample size in the study is 80.

2.2 Statistical tools

- Simple percentage method

- Chi-square test

PERCENTAGE METHOD

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular Questions in percentage arrived from the total population selected for the study.

$$\text{Percentage} = \frac{\text{No.of Respondents}}{\text{Total Respondents}} \times 100$$

CHI-SQUARE TEST

It is one of the simplest and widely used non-parametric test in statistical work. The quantity chi-square describes the magnitude of the discrepancy between theory and observation. Which is defined as?

$$\text{Chi} - \text{Square} = \frac{\sum(Oi-Ei)2}{Ei}$$

3. DATA ANALYSIS AND INTERPRETATION

1) GENDER OF THE RESPONDENTS

TABLE NO - 3.1

GENDER OF THE RESPONDENTS

GENDER	NO. OF RESPONDENTS	PERCENTAGE (%)
Male	48	60
Female	32	40
Total	**80**	**100**

Source: Primary data

INTERPRETATION:

The above table shows that gender of the respondents, 60% of the respondents are male and 40% of the respondents are female.

Majority 60% of the respondents are male.
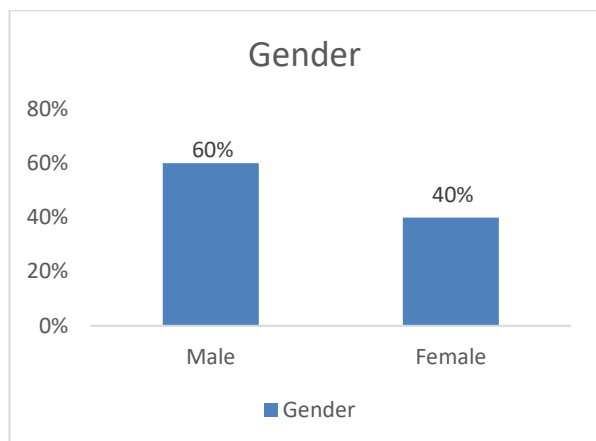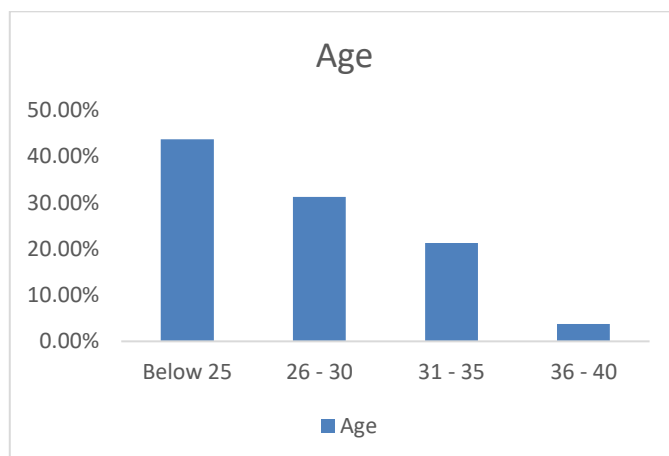
CHART NO - 3.1
GENDER OF THE RESPONDENTS

CHART NO - 3.2
FAST FOOD LIKERS

2) AGE OF THE RESPONDENTS

TABLE NO - 3.2
AGE OF THE RESPONDENTS

AGE	NO. OF RESPONDENTS	PERCENTAGE (%)
Below 25	35	43.75
26 - 30	25	31.25
31 - 35	17	21.25
36 - 40	3	3.75
Total	**80**	**100**

Source: Primary data

INTERPRETATION

The above table shows that age group of the respondents, 43.75% of the respondents are below 25 years, 32.25% of the respondents are between 26 – 30 years, 21.25% of the respondents are between 36 – 40 years and 3.75% of the respondents are 36 - 40 years.

Majority 43.75% of the respondents are below 25 years.

3) EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

TABLE NO - 3.3
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

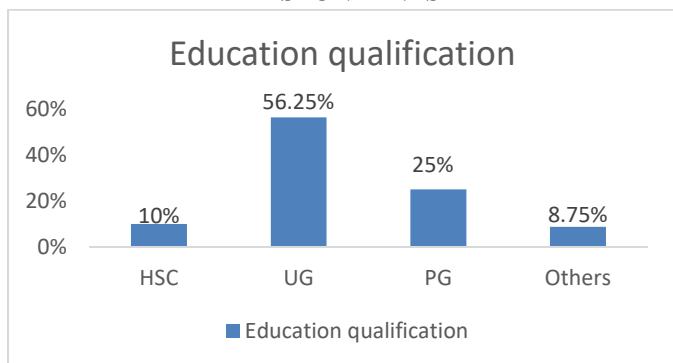| EDUCATION	NO. OF RESPONDENTS	PERCENTAGE (%)
HSC	8	10
UG	45	56.25
PG	20	25
Others	7	8.75
Total	**80**	**100**

Source: Primary data

INTERPRETATION

The above table shows that educational qualification of the respondents, 10% of the respondents are completed Higher Secondary, 56.25% of the respondents are completed Under Graduate, 25% of the respondents are completed Post Graduate and 8.75% of the respondents are completed others.

Majority 56.25% of the respondents are Under Graduate.

CHART NO - 3.3
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

4) NUMBER OF RESPONDENTS ON THE BASIS OF KNOW BRAND IN THE MARKET
TABLE NO - 3.4
NUMBER OF RESPONDENTS ON THE BASIS OF KNOW BRAND IN THE MARKET

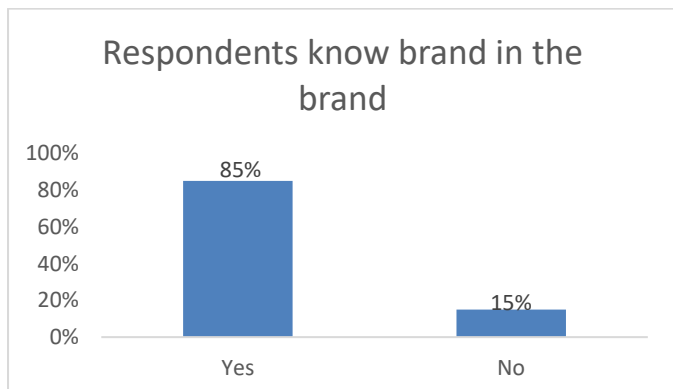| KNOW ABOUT THIS JEANS	NO. OF RESPONDENTS	PERCENTAGE (%)
Yes	68	85
No	12	15
Total	80	100

Source: Primary data
INTERPRETATION

The above table shows that 85% of the respondents know about the Levi's brand in the market, 15% of the respondents are know about the Levi's brand in the market.

Majority 85% of the respondents are known about the Levi's brand in the market.

CHART NO - 3.4
NUMBER OF RESPONDENTS ON THE BASIS OF KNOW BRAND IN THE MARKET

5) EXPECTATION OF THE RESPONDENTS
TABLE NO -3.5
EXPECTATION OF THE RESPONDENTS

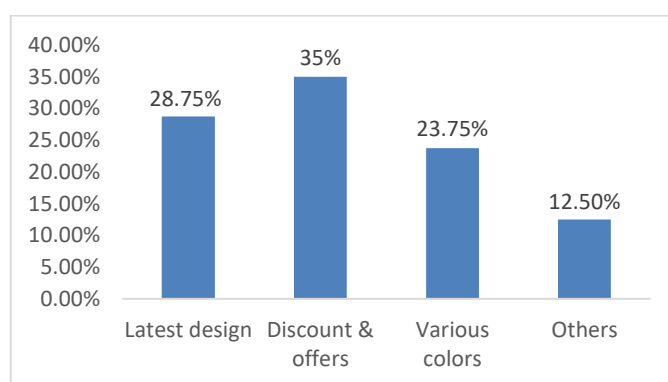| EXPECTATION	NO. OF RESPONDENTS	PERCENTAGE (%)
Latest design	23	28.75
Discount &offers	28	35
Various colors	19	23.75
Others	10	12.5
Total	80	100

Source: Primary data
INTERPRETATION

The above table shows that expectation of the respondents, 28.75% of the respondents are expected latest design, 35% of the respondents are expected Discount & offers, 23.75% of the respondents are expected Various colors and 12.5% of the respondents are expected Others.

Majority 35% of the respondents are expected Discount & offers.

CHART NO - 3.5
EXPECTATION OF THE RESPONDENTS

6) SATISFACTORY LEVEL TOWARDS THE PRICE RANGE OF LEVI'S JEANS
TABLE NO - 3.6
SATISFACTORY LEVEL TOWARDS THE PRICE RANGE OF LEVI'S JEANS

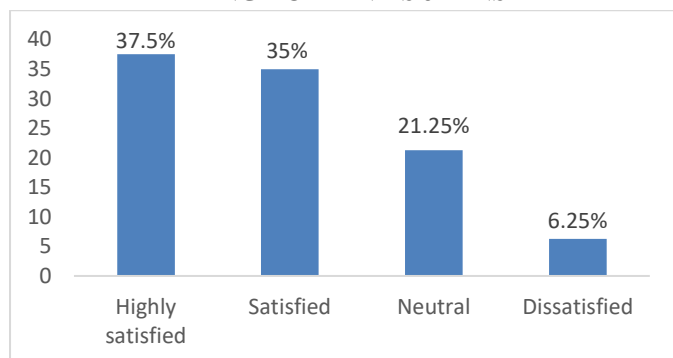| PRICE OF LEVI'S JEANS	NO. OF RESPONDENTS	PERCENTAGE (%)
Highly satisfied	30	37.5
Satisfied	28	35
Neutral	17	21.25
Dissatisfied	5	6.25
Total	80	100

Source: Primary data

INTERPRETATION

The above table shows that 37.5% of the respondents are highly satisfied with the price of Levi's jeans, 35% of the respondents are satisfied with the price of Levi's jeans, 21.25% of the respondents are neutral with the price of Levi's jeans and 6.25% of the respondents are dissatisfied with the price of Levi's jeans.

Majority 37.5% of the respondents are highly satisfied with the price of Levi's jeans.

CHART NO - 3.6
SATISFACTORY LEVEL TOWARDS THE PRICE RANGE OF LEVI'S JEANS

7) SATISFACTORY LEVEL TOWARDS THE COLOR OF LEVI'S JEANS

TABLE NO - 3.7
SATISFACTORY LEVEL TOWARDS THE COLOR OF LEVI'S JEANS

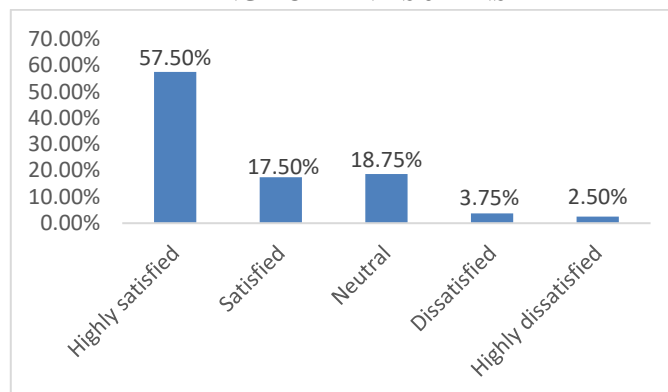| COLOR OF LEVIS JEANS	NO. OF RESPONDENTS	PERCENTAGE (%)
Highly satisfied	46	57.5
Satisfied	14	17.5
Neutral	15	18.75
Dissatisfied	3	3.75
Highly dissatisfied	2	2.5
Total	80	100

Source: Primary data
INTERPRETATION

The above table shows that 57.5% of the respondents highly satisfied with the color of Levi's jeans, 17.5% of the respondents are satisfied with the color of Levi's jeans, 18.75% of the respondents are neutral with the color of Levi's jeans, 3.75% of the respondents are dissatisfied with the color of Levi's jeans and 2.5% of the respondents are highly dissatisfied with the color of Levi's jeans.

Majority 57.5% of the respondents are highly satisfied with the color of Levi's jeans.

CHART NO - 3.7
SATISFACTORY LEVEL TOWARDS THE PRICE RANGE OF LEVI'S JEANS

8) IF COMPANY GIVE AWAY VARIOUS PRODUCTS RESPONDENTS CHOOSE

TABLE NO - 3.8
IF COMPANY GIVE AWAY VARIOUS PRODUCTS RESPONDENTS CHOOSE

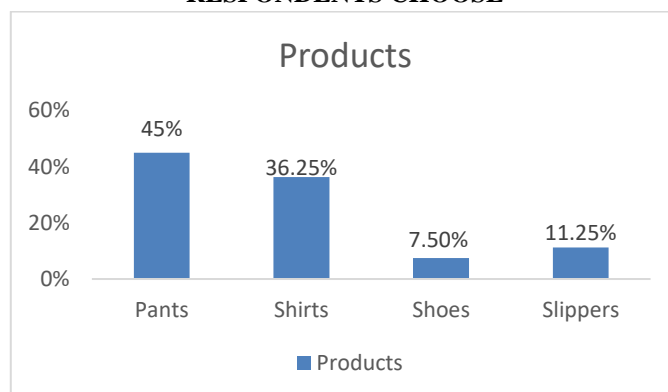| PRODUCTS	NO. OF RESPONDENTS	PERCENTAGE (%)
Pants	36	45
Shirts	29	36.25
Shoes	6	7.5
Slippers	9	11.25
Total	80	100

Source: Primary data
INTERPRETATION

The above table shows that 45% of the respondents are choose pants, 36.25% of the respondents are choose shirts, 7.5% of the respondents are choose shoes and 11.25% of the respondents are choose slippers.

Majority 45% of the respondents are choose to take Pant.

CHART NO - 3.8
IF COMPANY GIVE AWAY VARIOUS PRODUCTS RESPONDENTS CHOOSE

9) PURPOSE OF RESPONDENTS USING LEVI'S JEANS

TABLE NO - 3.9
PURPOSE OF RESPONDENTS USING LEVI'S JEANS

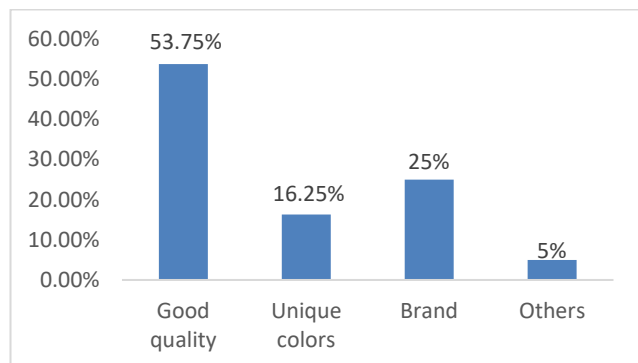| PURPOSE	NO. OF RESPONDENTS	PERCENTAGE (%)
Good quality	43	53.75
Unique colors	13	16.25
Brand	20	25
Others	4	5
Total	**80**	**100**

Source: Primary data

INTERPRETATION

The above table shows that 53.75% of the respondents are using for good quality, 16.25% of the respondents are using for unique colors, 25% of the respondents are using for brand and 5% of the respondents are using for others.

Majority 53.75% of the respondents are using Levi's for good quality.

CHART NO - 3.9
PURPOSE OF RESPONDENTS USING LEVI'S JEANS

10) HOW LONG RESPONDENTS USING LEVI'S JEANS

TABLE NO - 3.10
HOW LONG RESPONDENTS USING LEVI'S JEANS

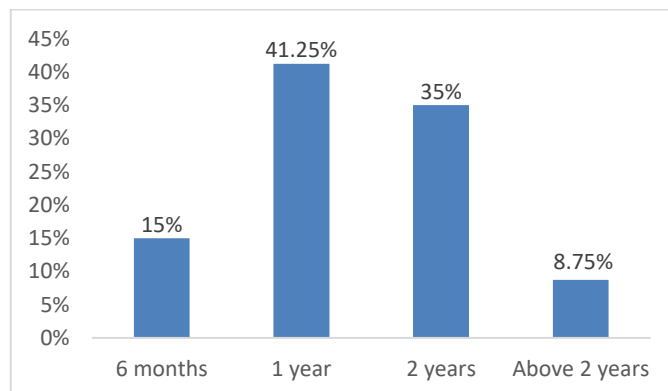| PERIOD OF TIME	NO. OF RESPONDENTS	PERCENTAGE (%)
6 months	**12**	**15**
1 year	**33**	**41.25**
2 years	**28**	**35**
Above 2 years	**7**	**8.75**
Total	**80**	**100**

Source: Primary data

INTERPRETATION

The above table shows that 15% of the respondents are using 6 months, 41.25% of the respondents are using 1 year, 35% of the respondents are using 2 years and 8.75% of the respondents are using above years.

Majority 41.25% of the respondents using Levi's jeans for 1 year.

CHART NO - 3.10
PURPOSE OF RESPONDENTS USING LEVI'S JEANS

11) CHI – SQUARE

AIM

To check whether there is any significant relationship between customer expectation and price range of the Levi's jeans.

Particulars	Latest design	Discount& offers	Various colors	Others	Total
Highly satisfied	14	9	5	2	**30**
Satisfied	5	13	6	4	**28**
Neutral	3	4	7	3	**17**
Highly dissatisfied	1	2	1	1	**5**
Total	**23**	**28**	**19**	**10**	**80**

Source: Primary data

NULL HYPOTHESIS (H_0)

There is no significant relationship between customer expectation and price range of the Levi's jeans.

ALTENATIVE HYPOTHESIS (H_1)

There is significant relationship between customer expectation and price range of the Levi's jeans.

Particulars	O	E	$(O - E)^2$	$(O-E)^2/E$
R_1C_1	14	8.62	28.94	3.35
R_1C_2	9	10.5	2.25	0.21
R_1C_3	5	7.12	4.49	0.63
R_1C_4	2	3.75	3.06	0.81
R_2C_1	5	8.05	9.30	1.15
R_2C_2	13	9.8	10.24	1.04
R_2C_3	6	6.65	0.42	0.06
R_2C_4	4	3.5	0.25	0.07
R_3C_1	3	4.88	3.53	0.72
R_3C_2	4	5.95	3.80	0.63
R_3C_3	7	4.03	8.82	2.18
R_3C_4	3	2.12	0.77	0.36
R_4C_1	1	1.43	0.18	0.12
R_4C_2	2	1.75	0.06	0.03
R_4C_3	1	1.18	0.03	0.02
R_4C_4	1	0.62	0.14	0.22
Calculated value				**11.6**

Degree of freedom   : $(r – 1)(c – 1) = (4 – 1)(4 – 1) = 9$
Level of significance : 5%
Table Value   : 16.919
Calculated value   : 11.6

RESULT

Since the calculated value is less than the table value. So, we are accept the null hypothesis. There is no relationship between the customer expectation and price range of Levi's jeans.

4. FINDINGS AND SUGGESTIONS
4.1 FINDINGS

- Majority 60% of the respondents are male categories.
- Majority 43.75% of the respondents are below 25 years.
- Majority 56.25% of the respondents are Under Graduate.
- Majority 85% of the respondents are know about the Levi's brand in the market.
- Majority 35% of the respondents are expected Discount & Offers.
- Majority 37.5% of the respondents highly satisfied with the price of Levi's Jeans.
- Majority 57.5% of the respondents highly satisfied with the color of Levi's Jeans.
- Majority 45% of the respondents are choose to take Pant.
- Majority 53.75% of the respondents are using Levi's for good quality.
- Majority 41.25% of the respondents using Levi's Jeans for 1 year.

4.2 SUGGESTIONS

- A whole load of laundry when you can use a damp cloth after at least ten wears, it may be time to throw your jeans into the washer.
- Turning your jeans inside out prevents excessive fading and color loss.
- Check your pockets no one likes splotchy pen stains on their favorite pants.
- The indigo blue tint of your favorite jeans can wash out with harsh soaps. Preserve your favorite look with the right detergent.
- Choosing a cold-water spin cycle is added protection against fading and shrinking.
- Ever wonder where lint comes from its your clothes breaking down in the dryer.

4.3 CONCLUSION

The study mainly aims at knowing the customer satisfaction by Levi's Strauss. Most of the customers prefer Levi's Strauss & CO., for their prompt delivery and proximity.

The service provided by the company is the key factors for the success of the product as well as the company in this industry. Levi's Strauss & Co., has been able to make an impression in the market by delivering high quality products and value added-services. The company has a service activity division supporting the customers and constantly monitoring the performance of service in the company and taking action.

The organization should also give importance to the suggestions and recommendations so as to maintain support of present customers to create new customers.

5. REFERENCES

1. Kothari C.R., Consumer behavior and Research Methodology, K.K. Gupta for New age International (P) Ltd., New Delhi 1985.

2. Stephen P. Robbins., Consumer Behavior, prentice Hall of India, New Delhi. Hsieh, An- Tien and Li, Chun-Kang 2008, the moderating effect of brand image on public relations perception and customer loyalty. Marketing Intelligence & Planning Vol. 26 No.1, pp. 26- 42.

3. "C.N. Santakki", marketing management, Kalyani publishing, New Delhi second edition 1997.