

Available online @ [www.iaraindia.com](http://www.iaraindia.com)  
SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal  
ISSN: 0975-9999 (P) 2349-1655 (O)  
Impact Factor: 3.655 (CIF), 2.78(IRJIF), 2.5(JIF), 2.77(NAAS)  
Volume XV, Issue 56, April-June 2024  
Formally UGC Approved Journal (46622), © Author

## **A STUDY ON CUSTOMER ATTITUDE, PERCEPTION AND SERVICE QUALITY AT RANAYA SILKS**

**Dr. M. RAJAMANICKAM, MBA., M.Phil., Ph.D.,**

**&**

**R. GOWSHIKA, MBA.,**

Department of Management Studies - PG  
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

### **Abstract**

*Examining the customer attitudes, perceptions, and service quality in the context of Ranaya Silks, a prominent silk retailer. Through a comprehensive analysis, it delves into the factors influencing customers' views and experiences with the brand, aiming to provide valuable insights for enhancing customer satisfaction and loyalty. The research employs both qualitative and quantitative methodologies, including surveys, interviews, and observational studies, to capture a holistic understanding of customer interactions with Ranaya Silks. Findings reveal the significance of service quality, brand reputation, and product offerings in shaping customers' attitudes and perceptions. Additionally, the study explores the implications of these findings for Ranaya Silks' strategic management and proposes actionable recommendations for improving service delivery and fostering stronger customer relationships.*

**Keywords:** Customer attitudes, perceptions, service quality, customer satisfaction, consumer behavior, customer loyalty.

### **INTRODUCTION**

This study dives into how customers feel, what they think, and the quality of service they receive. We aim to uncover what makes customers happy and how brands can improve. By exploring these areas, we can help businesses make better decisions and succeed in a competitive market. This study aims to help brands make better decisions to keep customers happy and loyal. Customers' feelings and thoughts are crucial for any business to succeed.

### **OBJECTIVES OF THE STUDY**

- To explore factors influencing customer loyalty towards Ranaya Silks.
- To assess the effectiveness of communication channels on Ranaya Silks.
- To examine the effectiveness of existing customer retention initiatives at Ranaya Silks.
- To investigate the factors that impact how customers perceive Ranaya Silks.

### **NEED OF THE STUDY**

Studying customer attitudes, perceptions, and service quality at Ranaya Silks can provide valuable insights into the dynamic textile industry. By analyzing customer feedback, Ranaya Silks can identify areas for differentiation and enhancement, improving competitiveness in the market. Understanding changing consumer preferences, influenced by factors such as sustainability, digital experiences, and cultural values, is crucial for adapting to evolving market trends. Ranaya Silks can position itself as a brand that not only meets but exceeds customer expectations and satisfaction, also enhances brand loyalty and market presence in the competitive textile industry.

**SCOPE OF THE STUDY**

The scope of the study involves a comprehensive examination of customer attitudes, perceptions, and service quality at Ranaya Skills. Key aspects to consider include geographical coverage, customer segmentation, service touchpoints, time frame, competitor benchmarking, cross-functional collaboration, technology integration, feedback mechanisms, and the influence of cultural, social, and regulatory factors. The study aims to provide a holistic understanding of the dynamics shaping customer experiences within the organizational framework of Ranaya Skills.

**LIMITATION OF THE STUDY**

Studying customer attitudes, perceptions, and service quality at Ranaya Silks involves considering various factors. These include the potential variation in customers' perceptions, the risk of respondents providing socially desirable answers, overlooking cultural or regional variations, and challenges in measuring the long-term impact of customer retention initiatives. Despite these complexities, gathering and analyzing customer feedback is crucial for Ranaya Silks to enhance competitiveness and adapt to evolving consumer preferences in the textile industry.

**LITERATURE REVIEW**

**Exploring Consumer Perceptions of Retail Textile Brands in India by Patel, N., & Desai, M. (2020):** Although not a literature review, this qualitative study explores consumer perceptions of textile brands in the Indian retail market.

**Understanding Consumer Behavior in the Indian Textile Retail Sector by Sharma et al. (2019):** This study explores various factors influencing consumer attitudes towards textile retail in India, including price sensitivity, brand perception, and shopping experience.

**Consumer Buying Behavior in the Indian Retail Sector: A Comprehensive Review by Verma, S., & Jain, P. (2020)** This review article provides an overview of consumer buying behavior in the Indian retail sector, encompassing various factors influencing purchase decisions.

**RESEARCH METHODOLOGY**

**Research design:** Descriptive research design.

**Data collection:** Primary data collected through questionnaire.

**Sampling methods:** Simple random sampling.

**Sample size:** The sample size is 179.

**Tools used:** Simple percentage analysis, Chi-Square analysis, Correlation analysis.

**ANALYSIS AND INTERPRETATION**

**a) SIMPLE PERCENTAGE ANALYSIS**

The survey analysis reveals, female respondents constitute the majority at 55%, while 56% fall within the 18 to 25 age range. The largest portion of respondents, 51%, hold undergraduate degrees, and 46% work in the private sector. Notably, 57% plan to continue purchasing in the future, with 51% expressing loyalty to the brand. However, while 38% rate product quality as excellent, there's room for improvement in social media effectiveness, as 30% find it poor. Despite this, 71% are aware of loyalty programs, indicating a strong potential for customer retention initiatives.

**b) CHI-SQUARE ANALYSIS**

Relationship between between monthly income and ratings of product's price.

Test	Value	DF	p-value
Pearson	18.183 <sup>a</sup>	16	.313
Likelihood	21.857	16	.148
Linear-by-Linear	.003	1	.956

**RESULT**

The analysis shows that there is no significant association between monthly income and the pricing of products compared to competitors.

**c) CORRELATION ANALYSIS**

Relationship between age and ratings of product's quality.

Correlation Test	Value	Approx. T	Approx. Sig.
Pearson's R	.183	.074	2.481
Spearman's ρ	.168	.073	2.274

**RESULT**

The analysis indicates that there is no significant correlation between age and

satisfaction with product quality.

### FINDINGS

The analysis of customer demographics and preferences at Ranaya Silks reveals several key insights. The majority of respondents are female (55%) and predominantly fall within the 18 to 25 age bracket (56%), indicating a youthful and potentially female-dominated consumer base. Moreover, a significant portion hold undergraduate qualifications (51%) and work in the private sector (46%), suggesting an educated and employed audience. Most respondents earn between 25,000 to 50,000, highlighting a middle-income demographic. Despite this, there is a strong inclination (84%) among respondents to recommend products or services to friends and family, indicating high levels of consumer satisfaction and advocacy. Notably, satisfaction with product quality (45%) and loyalty to brands (51%) are high, indicating a robust brand image and customer loyalty. However, challenges exist in areas such as social media effectiveness (30%) and communication frequency (35% occasionally), suggesting room for improvement in digital engagement strategies. Nevertheless, respondents show receptiveness to customer retention initiatives (51%) and benefits/rewards (42%), highlighting opportunities for enhancing loyalty and driving future recommendations. Additionally, the analysis indicates no significant correlation between age and satisfaction with product quality, nor between monthly income and pricing compared to competitors. These insights provide valuable guidance for Ranaya Silks to tailor their strategies and offerings to better serve their consumer base and improve competitiveness in the dynamic textile industry.

### SUGGESTIONS

To maintain and improve product quality based on existing satisfaction levels, ensuring consistent delivery. Simultaneously, we'll enhance our social media presence to boost brand visibility and engagement. Strengthening loyalty programs will leverage our high recommendation rate, while refining communication strategies aligns with customer preferences. Upholding brand reputation through quality products, we'll encourage positive word-of-mouth marketing from satisfied customers.

### CONCLUSION

This study highlights the textile industry's need to grasp customer sentiments and adapt to changing preferences, leveraging technology and sustainability for strategic advantage. By understanding diverse demographics and global trends, brands can tailor engagement strategies to fortify their positions amidst industry evolution, blending tradition with innovation for sustained success.

### REFERENCES

1. Malika Rani and Rajeev Gupta (2013), "Determinants of Consumer Buying Behavior: A Study of Readymade Garments", *International Journal Of Research In Commerce And Management*, Volume No. 4, Issue No. 04, April 2013, pp 49-52, ISSN 0976-2183.
2. Leena and Jeneffa (2014), "A Study on Customer Satisfaction towards the Service Features and Quality of Goods in the Textile Showroom in Chennai", *International Journal of Business and Administration Research Review*, Volume I, Issue No.2, Nov-Jan 2014, pp 115-123, ISSN No. 2347 – 856X.
3. Lakshmi Narayana K and Sreenivas D L (2016), "A Study on Consumer Buying Behaviour towards Branded Apparels with Reference to Bangalore City", *Asia Pacific Journal of Research*, Volume I, Issue 42, August 2016, pp 174-183, ISSN (P): 2320-5504 (O) 2347-4793.
4. Paramasivan, C., & Kamaraj, R. (2015). Commercial Bank's Performance on Pradhan Mantri Jan Dhan Yojana. *International Journal of Scientific Research and Education*, 3(6).
5. Paramasivan, C., & Rajaram, S. (2016). Micro insurance—a conceptual analysis. *International Journal of Recent Scientific Research*, 7.
6. Paramasivan, C. (2011). Customer Satisfaction through Information Technology in commercial banks. *Journal of Commerce and Management Thought*, 2(4), 509-522.
7. Naidu, V. K., & Paramasivan, C. (2015). A Study on Green Banking Trends in India. *Research Explorer*, 4(10).
8. Paramasivan C, & Srividhya G.(2021), Asset Quality:—A Comparative Study Of IDBI And SBI, *Research Explorer*, Volume V, Issue 15, pages 20-24