

**A STUDY ON CUSTOMER SATISFACTION OF  
KANGAROO HOMETEX INDIA PRIVATE LIMITED, KARUR**

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**ABSTRACT**

This article contains the detailed study about the functional area of Kangaroo Hometex India Private Limited, Karur. The trident impels concentrates more in prompt delivery of cotton clothes. This textile is dealing with all kinds of textile products. It is famous for quality these are the factors which esteem the value of the textiles.

**Key words:** Awareness, Behaviour, Customer, Quality, Satisfaction.

**INTRODUCTION**

Customer satisfaction is an ultimate aim of all economic activity. Customer is the largest economic group who are affected by public and private economic decision. Customer satisfaction is an ultimate aim of any business. Both survival and growth of depend on customer satisfaction. The customer satisfaction is the relationship between the customers' exception and the mobile perceived performance. If it exceeds them, the customer is highly satisfied; if it falls short the customer is dissatisfied. A satisfied customer is more likely to purchase the mobile next time and will say good things about the mobile to others. According to marketers, "A satisfied customer is our best advertisement."

**REVIEW OF LITERATURE**

Those who buy the goods or services provided by companies are customers. In other words, a customer is a stakeholder of an organization who provides payment in exchange for the offer provided to him by the organization with the aim of fulfilling a need and to maximize satisfaction. Sometimes the term customer and consumer are confusing. A customer can be a consumer, but a consumer may not necessarily be a customer. Another author explained this difference. I.e. a customer is the person who does the buying of the products and the consumer is the person who ultimately consumes the product (Solomon, 2009, p. 34.)

When a consumer/customer is contented with either the product or services it is termed satisfaction. Satisfaction can also be a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with their expectations (Kotler & Keller, 2009, p. 789). As a matter of fact, satisfaction could be the pleasure derived by someone from the consumption of goods or services offered by another person or group of people; or it can be the state of being happy with a situation. Satisfaction varies from one person to another because it is utility. "One man's meal is another man's poison," an old adage stated describing utility; thus highlighting the fact that it is sometimes very difficult to satisfy everybody or to determine satisfaction among group of individuals.

### **NEED FOR THE SYUDY**

In the present era there is a high competition in Textile Industry. There is no substitute for the textiles. Because textile products have high demand in the market. In Karur, there is heavy competition from other more textile brands. Customers are very important for any industry. If customers are satisfied, then the sales of the product increased. Because customer's satisfaction is very important. The customers are satisfied with the Price, Quality, lifetime, Transportation facility, Credit facility, Margins with the product, etc., and then they use more number of products. For this reason, we make a study on the customer satisfaction towards Smart Home Customers are the pillars of any business of the organization. Customer awareness and satisfaction leads to customer loyalty. Which is highly essential. In order to survive in the market, companies have to take care of customer awareness and satisfaction. So the present study is carried bout in the Textile industry regarding the customer preference and satisfaction, for further improvement in the aspects of products, sales...etc.

### **OBJECTIVES OF THE STUDY**

#### **PRIMARY OBJECTIVES**

- To study on the customer satisfaction in Kangaroo HomeTex India Private Limited., Karur

#### **SECONDARY OBJECTIVES**

- To know about the reason for the using the Kangaroo HomeTex India Private Limited products.

- To study the level of satisfaction in price of the product, quality and package, lifetime of the textile products.
- To study about the overall satisfaction of Kangaroo HomeTex India Private Limited products.
- To suggest the various factors influencing the purchase of the Kangaroo HomeTex India Private Limited Products.
- To identify the problems and suggestions for further improvement of Smart HomeTex, Karur.

### **SCOPE OF THE STUDY**

Customers are the king in the market. So they have to satisfy in every aspect. Textile products are manufactured for customers and to their expectation. They expect long lifetime, attractive, colorful and quality products. In order to retain them in the market, they want to satisfy. Satisfying the customers is not an easy task. This study will help to analyses and understand the customers which will lead to know the way to satisfy them.

### **LIMITATION OF THE STUDY**

- The researcher found it difficult to collect the questionnaire, since some of the respondents did not give proper response.
- The researcher survey is confined with Karur town only and the result cannot be generalized.
- The study is done based on the opinions of the sample taken at random, the size of which is 150.
- The study assumes that the information was given by the customer without any bias.
- Some respondents have hesitated to give the responses.

### **RESEARCH METHODOLOGY**

To fulfill any task, it is necessary to follow a systematic method. Research methodology is the main aspect of research studies. The methodology follow by research is detailed here. In general, “Research” can be termed as an inquiry in to the nature of, the reasons for, and the

consequences of any particular set of circumstances. It is the process of finding solution for a problem after a thorough study and analysis of the situational factors. It tries to solve a complex and complicated problem through use of various tools and techniques. These tools and techniques try to bring out a logical, accurate and scientific solution to given problem.

“Methodology” as the name suggests is the method through which the problem or situation is tackled. Managers in organization constantly engage themselves in studying and analyzing issues and hence are involved in some form of research activity as they make decisions at the work place. It involves a lot of factor like the research design, sample size, segment, techniques of sampling, tools used etc all these steps and factors put together to bring out a clear and accurate result.

#### **DATE ANALYSIS AND INTERPRETATION**

**TABLE 1**  
**RESPONDENTS' GENDER**

<b>GENDER</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Male	84	56%
Female	66	44%
<b>TOTAL</b>	<b>150</b>	<b>100</b>

**Source: Primary data**

The above table shows that 56% of the respondents are male and 44% of the respondents are female. Thus the majority of the respondents are male.

**TABLE 2**  
**RESPONDENTS' AGE**

<b>AGE</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Below 20	38	25%
21-30	66	44%
31-40	26	17%
41-50	18	12%
Above 50	2	2%
<b>TOTAL</b>	<b>150</b>	<b>100</b>

The above table shows that 25% of the respondent's age is below 20, 44% of the respondents age is between 21-30, 17% of the respondents age is between 31-40, 12% of the respondents age is between 41-50 and 2% of the respondents age is above 50. Thus the majority of the respondent's age is between 21-30 years.

**TABLE 3**  
**OCCUPATION**

<b>OCCUPATION</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
House wife	27	18 %
Business	53	36 %
Student	8	5%
Employees	45	30 %
Others	17	11 %
<b>TOTAL</b>	<b>150</b>	<b>100</b>

**Source: Primary data**

The above table shows that 18% respondents come under house wife category, 36% of the respondents come under business category, 5% of the respondents come under student category, 30% of the respondents come under employee's category and 11% of the respondents come under others category. Thus the majority of the respondents come under business occupation category.

### **FINDINGS**

- ◆ 56% of the respondents are male.
- ◆ 44% of the respondents age is between 21-30 years.
- ◆ 36% of the respondents come under business category.

### **SUGGESTIONS**

- The company can change its communication method i.e. they can communicate to the customers on daily basis to avoid the gap.

- The company can collect feedback from its customers regularly, which may help them to improve in the areas where there is a need for change.
- The Kangaroo HomeTex India Private Limited is available all types of cloth and materials.
- Various type of advertisement through various media is necessary to increase sales further.
- To retain the existing customer preference and to gain new consumers, the company has to improve the service according to customer expectation.
- The customer suggests through out of external customers with significance for in this company.
- The company has given more discount and offer for the festival seasons.
- Already the design is wonderful. If you modify the design it will be very well.

## **CONCLUSION**

The study concludes that the consumers are mostly satisfied with “Kangaroo Home Tex India Private Limited., Karur”. The Kangaroo Home Tex is one of the leading textile companies in Karur, it will have big opportunity in future. This study concludes that the customer usages of Kangaroo textiles by the customer are very high. To increase the sales, the concern has to concentrate on price, verities, discounts, design and color, offers etc. The most of the consumers feel that the price is comfortable. Most of the respondent except still more effective advertisement in Television and other media like to give pamphlets, apply banners in customized area & you have to arrange any intention programmers. Hence concluded that concentrate to improving the style, design and other activities like introducing new techniques in the alto.

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