



A STUDY ON CUSTOMER SATISFACTION TOWARDS LIFESTYLE STORE IN MADURAI CITY

ARJUNN	III-B.COM(CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625 004, TAMILNADU, INDIA.
LAKSHMAVARSHANM	III-B.COM(CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625 004, TAMILNADU, INDIA.
DR.G.THENMOZHI	ASSISTANT PROFESSOR OF COMMERCE, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625004, TAMILNADU, INDIA.

ABSTRACT:

Lifestyle is India’s commanding fashion and life destination for men, women, and children. The friendly and welcoming store staff coupled with fresh, vibrant and swish wares makes it a fashion hotspot that shoppers across India flock to. From contemporary ethnic’s wear and tear to swish western wear and tear, from cool casuals to smart dances, from gamesome kiddies wear to cute child wear and tear, Lifestyle has it all. The exploration involved gathering wide information about company, its products, consumer preference and satisfaction position towards life. From the information collected, colorful aspects were linked where the company needs to concentrate on client’s preference and satisfaction position of life to increase deals. The exploration was conducted through primary and secondary data. Secondary data was collected through visiting colorful websites, and other dependable sources. Primary data was collected through a well framed questionnaire, of which latterly a detailed analysis was done using colorful statistical tools MS Word and MS Excel.

KEYWORDS:

RETAIL, CONSUMER PREFERENCE, CUSTOMER SATISFACTION, MARKET RESEARCH, STATISTICAL ANALYSIS.

INTRODUCTION:

Consumer preferences is used mainly to mean to choose an option that has- consumer’s expected utility maximization from among several alternatives in satisfying his/her needs or wants. Preferences are choices among neutral or more valued. A consumer’s preference results from the way they behave - for e. g., during searching, buying and dumping the goods. Every human being is a consumer of different products. If there is no consumer, there is no business. Therefore, consumer satisfaction is very important to every businessperson. The consumer satisfaction after purchase depends on the product performance in relation to his/her expectations. Philip Kotler (2008) said that satisfaction is a person’s feelings of pressure or disappointment resulting from product’s perceived performance (outcome) relative to his or her expectations. Consumer satisfaction is the level of a person’s felt state resulting from comparing a product’s perceived performance (outcome) as compared with the person’s expectations. This satisfaction level is a function of output difference between perceived performance and expectations. If the product's performance is above expectation, the customer is very satisfied or delighted. If the performance is equal to the expectations then the customer is satisfied. These all should be judged

correctly by management so that they are in line with consumer expectations. If any of these factors are misinterpreted, then the expected level of consumer output satisfaction cannot be reached.

STATEMENT OF THE PROBLEM

This paper title is “as study on customer satisfaction towards lifestyle” The aim of the organization is to give good quality products to the customers and maintaining good relation with them. The quality of products at lifestyle is found good compare to other players. It wants to increase its market share by retaining its loyal customers and attracting new one.

The information generated by the study will help in making better decisions. The study attempts to determine the various factors and levels of satisfaction of the customers.

REVIEW OF LITERATURE

Byoung Ho Ellie Jin, Da Eun Chloe Sin (2020). This study revealed that three areas of disruptive business model innovation in the fashion retail industry. The study further explains the models keenly answer fundamental needs unmet current business models, the findings suggest the

study received limited attention therefore it is concluded that inclusion of cases involving other countries would deepen the understanding of the trends The study recommends that more research to be done on other industries that face different fundamental challenges.

Fabian Herweg, Antonio Rosado (2019). This study analysed a model of price competition and bait-switch strategy where the customers are first to be baited by merchants advertising of products or services at low price but upon visiting are pressured by salesperson to consider similar but expensive items (switching). The study proposed baseline model to explain the equilibrium of pricing game. To highlight the key intuition behind result they enrich the baseline model by considering a contracting problem with moral hazard. The result of study the retailers obtained more than competitive profits.

OBJECTIVES OF THE STUDY

- To study the shopping habits of the consumers in Madurai city.
- To study the reasons for preferring lifestyle in Madurai city.
- To measure the level of customer satisfaction in Madurai city.
- To make suggestions based on the findings.

RESEARCH METHODOLOGY

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

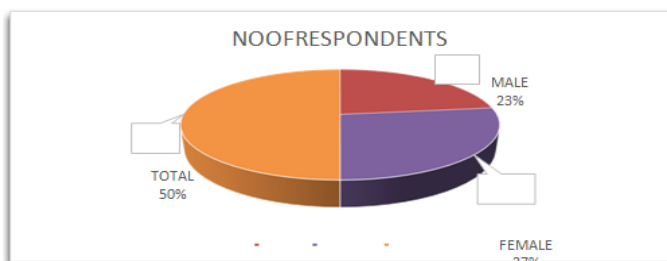
DATA ANALYSIS AND INTERPRETATION

1. Gender wise classification of respondents

TABLENO.1

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	46	46%
FEMALE	54	54%
TOTAL	100	100%

CHART-1



INFERENCE

Majority 56% of the respondents of my questionnaire are

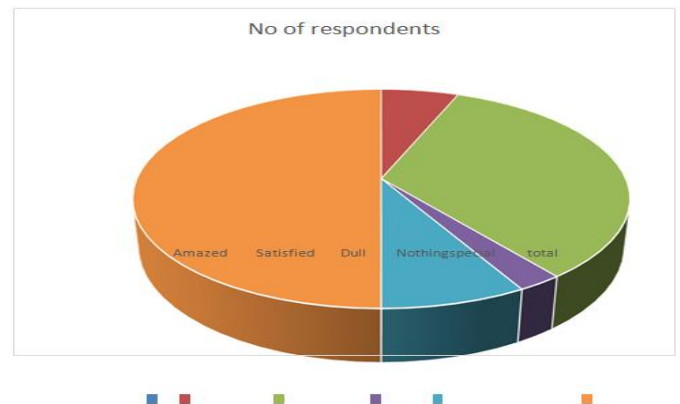
female.

2. First impression while entering into lifestyle store.

TABLENO.2

First Impression While Entering Into Lifestyle store.	No Of Respondents	Percentage
Amazed	12	12%
Satisfied	67	67%
Dull	5	5%
Nothing Special	16	16%
Total	100	100%

CHART- 2



INFERENCE

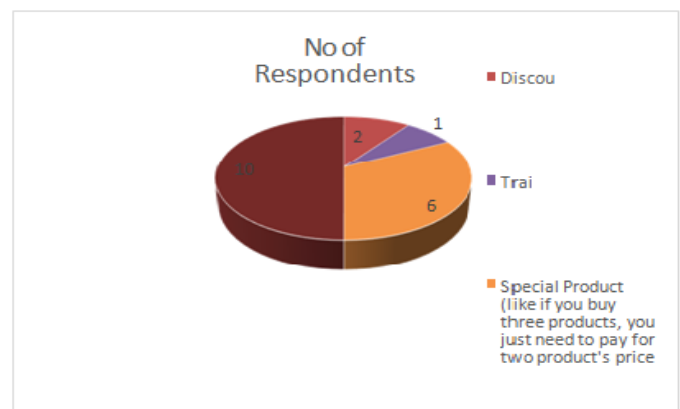
Majority of 67% of the respondents are satisfied while first entering into life store.

2. Promotion style preferred for lifestyle product

TABLENO.3

Factors	No of respondents	Percentage
Discount	20	20%
Trail	15	15%
Special Product (like if you buy three products, you just need to pay for two product's price)	65	65%
Total	100	100%

CHART-3



INFERENCE

Majority of 65% of the respondents preferred special products.

RESULTS AND DISCUSSION

From the above table, it is interpreted that 46% of respondents are of Male category and 56% of them belong to Female category. From this table, 12% of the respondents had amazed while entering into lifestyle store, 67% are satisfied, 5% are dull, and 16% said there is nothing special while entering into lifestyle store. From this table 20% of the respondents preferred discount, 15% preferred trail and 65% preferred special product. Majority of 65% of the respondents preferred special products. Further studies could explore customer satisfaction in other regions or compare Lifestyle Store with competitors.

CONCLUSION

- Lifestyle is offering good services of consumer's preference, which is reflected on the customer. Majority of customers are satisfied with the lifestyle products with better services. Lifestyle managed to satisfy its customers by providing

quality products at best price. Customer is the king in the market to satisfy a customer is the most difficult task in the business, if the businesses don't have the customers, it will start struggling for its survival. LIFESTYLE has gained its trust among the valuable customers by providing quality products at best price.

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