

A STUDY ON CUSTOMER PREFERENCE TOWARDS BOMBAY DYEING  
SCHOOL UNIFORM IN COIMBATORE CITY

BY

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Of

DEPARTMENT OF MANAGEMENT STUDIES  
KUMARAGURU COLLEGE OF TECHNOLOGY  
COIMBATORE

A PROJECT REPORT

Submitted to the

FACULTY OF MANAGEMENT STUDIES

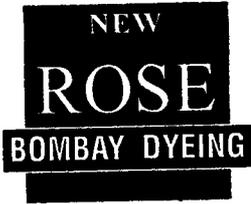
In partial fulfilment of the requirements

For the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

AUGUST 2009



*Exclusive Showroom for* **BOMBAY DYEING**  *Products*

320, N.S.R. Road, Saibaba Colony, Coimbatore - 641 011.

PHONE : 2430802

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To  
Prof.S.V.Devanathan,Ph.D.,  
Director,  
KCT Business School,  
Department of Management Studies,  
Kumaraguru College of Technology,  
Coimbatore 641 006

Date: June 12, 2009

Sir,

Sub: MBA Programme – Summer Project Internship \_ Regarding

This has reference to your letter dated 08/04/09 regarding Summer Project Internship for your student Ms.Megalanandhini.K.S.

We are glad to inform that she can do the project work at our end for a period of six weeks from 13<sup>th</sup> June 2009 onwards.

Thanking you,

Yours faithfully,



**NEW ROSE**  
**BOMBAY DYEING SHOW ROOM**  
320, N.S.R. Road, -  
Saibaba Colony  
**COIMBATORE - 641 011**



KCT Business School  
Department of Management Studies  
Kumaraguru College of Technology  
Coimbatore

### BONAFIDE CERTIFICATE

Certified that this project report titled "A STUDY ON CUSTOMER PREFERENCE TOWARDS BOMBAY DYEING SCHOOL UNIFORM IN COIMBATORE CITY" is the bonafied work of Ms.MEGALANANDHINI.K.S (08204000025) who carried out the research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award as conferred on an earlier occasion on this or any other candidate.

Faculty guide

Director

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Evaluated and viva-voice conducted on .....

11 / 9 / 09

Examiner I

Examiner II

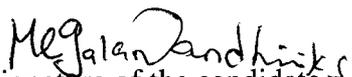
## DECLARATION

I, hereby declare that this project report entitled as “A STUDY ON CUSTOMER PREFERENCE TOWARDS BOMBAY DYEING SCHOOL UNIFORM”, has undertaken for academic purpose submitted to Anna University in partial fulfilment of requirement for the award of the degree of master of business administration. The project report is the record of the original work done by me under the guidance of C.GANESHMOORTHY Senior Lecturer during the academic year 2008-2009

I, also declare hereby, that the information given in this report is correct to the best of my knowledge and belief.

PLACE: COIMBATORE

DATE: 11-09-09

  
Signature of the candidate

(MEGALANANDHINI.K.S)

## **ACKNOWLEDGEMENT**

## **ACKNOWLEDGEMENT**

I express my sincere gratitude to our revered Chairman Aruselvar Dr.N.Mahalingam Vice-Co-Chairman B.K.krishnaraj vanavarayan, Correspondent M.Balasubramaniam, Principal in charge Prof.M.Annamalai.

I would like to thank Dr.S.V.Devanathan, Ph.D., Director, for the help and guidance rendered.

I am very thankful to my guide Mr.GaneshMoorthy Senior Lecturer for his valuable guidance. I would like to thank all the staff members of the Department of Management Studies for their help and support.

I express my sincere thanks to Mr. Anwar Mohammad marketing manager in Coimbatore branch Of Bombay dyeing

## **EXECUTIVE SUMMARY**

Customer satisfaction refers to how satisfied customers are with the product or services they receive from a particular agency. The level of satisfaction is determined not only by the quality and type of customer's expectations. The process for measuring customer satisfaction and obtaining feedback on organisational performance are valuable tools for quality and continuous service improvement.

Every industry goes through narrow phases like introduction, growth, maturity and decline. These Stages will vary from place to place based on interceptions and interpretations. It is reality necessary for every organisation to perform a self appraisal to study themselves and to know how far they have reached the customer and what the customer thinks about the service to promote business and this has led to the study on customer satisfaction.

Survey on 150 customers was taken and the necessary data was collected by distributing questionnaires among them. Analysis of the data is done by using percentage analysis, chi square test.

The project is centred on the different opinions of the customer on existing service and the future anticipation.

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## **INTRODUCTION**

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF STUDY

Buyer's reactions to a firm's marketing strategy has a great impact on the firm's success. The marketing concept stresses that a firm should create a Marketing Mix (MM) that satisfies (gives utility to) customers, therefore need to analyze the what, where, when and how consumers buy. Marketers can better predict how consumers will respond to marketing strategies. The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how

- The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products);
- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, media);
- The behavior of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Understanding these issues helps us adapt our strategies by taking the consumer into consideration. For example, by understanding that a number of different messages compete

for our potential customers' attention, we learn that to be effective, advertisements must usually be repeated extensively. We also learn that consumers will sometimes be persuaded more by logical arguments,

but at other times will be persuaded more by emotional or symbolic appeals. By understanding the consumer, we will be able to make a more informed decision as to which strategy to employ.

One "official" definition of consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." Behaviour occurs either for the individual, or in the context of a group (e.g., friends influence what kinds of clothes a person wears) or an organization (people on the job make decisions as to which products the firm should use) Consumer behaviour involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.g., motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest. Consumer behaviour involves services and ideas as well as tangible products. The impact of consumer behavior on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy. There are four main applications of consumer behaviour. The most obvious is for *marketing strategy*—i.e., for making better marketing campaigns. For example, by understanding that consumers are more receptive to food advertising when they are hungry, we learn to schedule snack advertisements late in the

afternoon. By understanding that new products are usually initially adopted by a few consumers and only spread later, and then only gradually, to the rest of the population, we learn that (1) companies that introduce new products must be well financed so that they can stay afloat until their products become a commercial success and (2) it is important to please initial customers, since they will in turn influence many subsequent customers' brand choices.

A second application is *public policy*. In the 1980s, Acutance, a near miracle cure for acne, was introduced. Unfortunately, Acutance resulted in severe birth defects if taken by pregnant women. Although physicians were instructed to warn their female patients of this, a number still became pregnant while taking the drug. To get consumers' attention, the Federal Drug Administration (FDA) took the step of requiring that very graphic pictures of deformed babies be shown on the medicine containers. *Social marketing* involves getting ideas across to consumers rather than selling something. Marty Fishbone, a marketing professor, went on sabbatical to work for the Centers for Disease Control trying to reduce the incidence of transmission of diseases through illegal drug use.

The best solution, obviously, would be if we could get illegal drug users to stop. This, however, was deemed to be infeasible. It was also determined that the practice of sharing needles was too ingrained in the drug culture to be stopped. As a result, using knowledge of consumer attitudes, Dr. Fishbone created a campaign that encouraged the cleaning of needles in bleach before sharing them, a goal that was believed to be more realistic. As a final benefit, studying consumer behavior should make us better consumers.

Common sense suggests, for example, that if you buy a 64 liquid ounce bottle of laundry detergent, you should pay less per ounce than if you bought two 32 ounce bottles. In practice, however, you often pay a size *premium* by buying the larger quantity. In other

words, in this Case, knowing this fact will sensitize you to the need to check the unit cost labels to determine if you are *really* getting a bargain. There are several units in the market that can be analyzed. Our main thrust in this course is the *consumer*. However, we will also need to analyze our own firm's strengths and weaknesses and those of *competing firms*. Suppose, for example, that we make a product aimed at older consumers, a growing segment. A competing firm that targets babies, a shrinking market, is likely to consider repositioning toward our market. To assess a competing firm's potential threat, we need to examine its assets (e.g., technology, patents, market knowledge, and awareness of its brands) against pressures it faces from the market. Finally, we need to assess conditions (the marketing environment). For example, although we may have developed a product that offers great appeal for consumers, a recession may cut demand dramatically.

## **REVIEW OF LITERATURE**

## **1.2 REVIEW OF LITERATURE**

**K. Seamen, J. Schultink, A. Slocum**

**Michigan State University**

The issue of school uniforms is not a new one, for centuries uniforms have been used to predict and influence behavior, but at the close of the 80's it became an increasingly controversial one for public schools in the U.S. Uniform supporters see implementation as a sort of panacea, curing everything from behavior problems to low test scores. Those opposed to uniforms argue mandatory policies are a gross violation of student rights, they stifle individuality, are difficult to obtain, and may be a financial burden to low income families.

**Mickey s. eisenberg, md, PhD, Lawrence bergner, md, mph, and Thomas Hearne, p h d**

The scientific literature from January 1970 to June 1979 was reviewed for articles reporting outcomes from uniform. Only articles appearing in refereed professional journals and reporting 25 or more attempted resuscitations were included. A total of 21 articles from 15 U.S. locations were found. Four separate case definitions were distinguished. Methods and reporting formats varied considerably. Few studies used an experimental or quasi-experimental design, or control or comparison groups.

**Brunsmas David.L**

The debate surrounding the effectiveness of school-uniform policies, as well as discussions concerning when and how to implement them, is rooted in anecdote. This review summarizes anecdotal literature on which the current debate is based and critically reviews

the empirical literature, including theoretical underpinnings, findings, and suggestions. The anecdote-based literature relies on attitudes, personal experience, and hearsay, ignoring available research. Empirical literature includes

Small-scale studies of effects, such as case studies of schools that implemented mandatory school-uniform policies, and large-scale studies that compare nationally representative samples of students enrolled in schools implementing uniform policies with students enrolled in schools not implementing such policies on a variety of outcomes. Many methods used are flawed because different factors are not accounted for, such as design of uniform policies in different schools studies, and racial socioeconomic status. Still, results of qualitative studies lay the groundwork for creating theories on uniform policy effectiveness and defining related issues requiring further research. These results will direct policymakers away from conjecture, emotion, anecdotes, and assumptions. One suggestion is that a uniform policy be part of a larger comprehensive plan that focuses on students' academic

### **Ryan Yeung**

One of the most common proposals put forth for reform of the American system of education is to require school uniforms. Proponents argue that uniforms can make schools safer and also improve school attendance and increase student achievement. Opponents contend that uniforms have not been proven to work and may be an infringement on the freedom of speech of young people. Within an econometric framework, this study examines the effect of school uniforms on student achievement. It tackles methodological challenges through the use of a value-added functional form and the use of multiple datasets. The results do not suggest any significant association between school uniform policies and achievement.

### **1.3 STATEMENT OF THE PROBLEM**

The study is undertaken to find out the market preference for Bombay dyeing school uniform in Coimbatore city and the study focuses on the various levels of attributes which are preferred by the respondents .The study is done in Coimbatore to get information about the scope, awareness & expectations of Bombay dyeing school uniform.

### **1.4 OBJECTIVES OF THE STUDY**

1. To study the customer preference towards Bombay dyeing school uniform in Coimbatore.
2. To study the influence of quality and price among customer preferring Bombay dyeing School uniform.
3. To study the availability of materials and discount offered to customers.
4. To obtain suggestions from the customers regarding the varieties and designs to be introduced in Bombay dyeing school uniforms

### **1.5 SCOPE OF THE STUDY**

This study shall make the company aware of the various expectations of the customer's, from the Bombay dyeing school uniform. So that the company can bridge the gap between the customer's expectations from the product and the actual product available. Satisfying the needs and addressing their expectations will enable the company to increase the sales of Bombay dyeing school uniform.

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## **1.6 METHODOLOGY**

### **1.6.1 TYPE OF STUDY**

The study adheres descriptive research design to gain valuable insight on the market potential towards Bombay dyeing school uniform.

### **1.6.2 SAMPLING DESIGN**

The target sample for the study is people of specified areas like saibabacolony, cross cut road, R.S.puram etc. The population taken for the analysis was 150 samples, collected based on random sampling method.

### **1.6.3 TOOLS OF ANALYSIS**

The data collected were analysed using the following tools namely

- Percentage analysis
- Chi-square analysis

## **1.7 LIMITATIONS OF THE STUDY**

- The research methodology is based on statistical operations, the conclusions arrived not to accurate.
- The geographical area of study is limited to Coimbatore city, so the result may have limited applicably to others centres'.
- This study has been conducted within a stipulated period.
- There is a possibility of customer bias towards school uniform.

## **ORGANISATION PROFILE**

## CHAPTER 2

### ORGANISATIONAL PROFILE

#### 2.1 HISTORY OF ORGANISATION

The Wadias' first venture, over 250 years ago, was in the area of ship building; more than 355 ships were designed and built by the Wadias, including men-of-war for the British Navy. It was on one such ship that the American National Anthem was composed, and on another Wadia built deck that the 'Treaty of Nanking', ceding Hongkong to England, was signed. The *Spring Mills began operations in 1903* **Emerging opportunities:** With the wave of industrialization in the 19th century, trading grew, and with it, opportunities for new areas of business. In 1879, Bombay was next only to New Orleans as the world's largest cotton port. It was at this time that Nowrosjee Wadia set his sights on India's mushrooming textile industry. On August 23rd, in a humble redbrick shed, he began a small operation. Here, cotton yarn spun in India was dip dyed by hand in three colors-turkeys red, green and orange-and laid out in the sun to dry. **Humble opportunities:** The Bombay Dyeing & Manufacturing Co. Ltd. had been born. A modest beginning for a company that was to grow in the following 115 yr. into one of India's largest producer of textiles.

Along the path of growth and diversification, Bombay Dyeing has spawned dozens of other companies. In technical and financial collaboration with world leaders, such companies have pioneered the manufacture of various chemicals and have grown to be leaders in their new fields. It was more than just a company that was born in 1879, a legacy was born. A legacy that would give rise to one of India's most respected business houses. Bombay Dyeing is one of India's largest chain consisting of 600 plus exclusive shops spread all over the country. Bombay Dyeing, exports to advanced producers of textiles. The daily production at Bombay Dyeing exceeds 300,000 meters of fabrics and it has a distribution.

## **2.2COMPANY PROFILE**

The Bombay Dyeing and Manufacturing Company Limited engage in the manufacture and sale of textiles in India. It offers a range of fabrics and ready-mades, including bed linen, towels, furnishings, fabrics for suits, shirts, dresses and saris in cotton and polyester blends, and formal and casual wear. The company also provides various industrial fabrics, which include microdot interlining; and fabrics for shoe uppers, adhesives, abrasives, leather cloth, and filters. It operates a network of approximately 600 franchise retail outlets. The company also exports its products in the United States, European Union countries, Australia, and New Zealand. The Bombay Dyeing and Manufacturing Company was founded in 1879 and is headquartered in Mumbai, India.

# **DATA ANALYSIS AND INTERPRETATION**

## CHAPTER-3 DATA ANALYSIS & INTERPRETATION

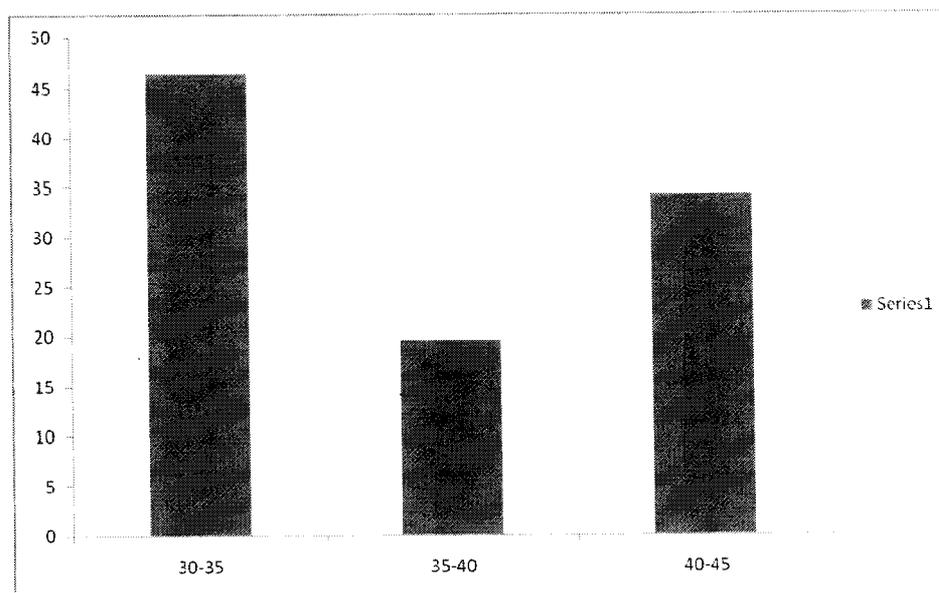
**TABLE-3.1.1**  
**TABLE SHOWING THE AGE OF THE RESPONDENTS**

Age(in yrs)	Number of Respondents	Percent
30-35	69	46.3
35-40	29	19.5
40-45	51	34.2
Total	149	100.0

The respondents according to their age. About 46.3% of the respondents are of the age group 30-35. Another 19.5% of the Respondents age between 35-40. Remaining 34.2 percent of the respondents between 40-45.

**CHART-3.1.2**

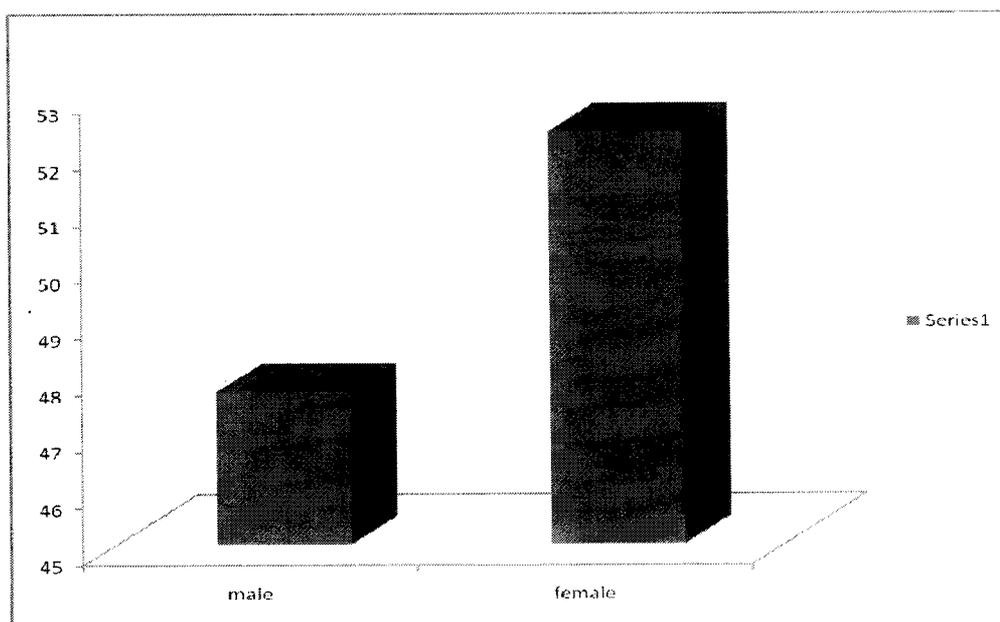
**TABLE SHOWING THE AGE OF THE RESPONDENTS**



**TABLE-3.1.3****TABLE SHOWING THE GENDER OF THE RESPONDENTS**

Gender	Number of Respondents	Percent
Male	71	47.7
Female	78	52.3
Total	149	100.0

The respondents according to their gender. 47.7% of the respondents are of the male. Another 52.3% of the respondents are of the female. Most of the respondents are female because females are more interested in the shopping than male. Male respondents don't find time to spend.

**CHART-3.1.3****CHART SHOWING THE GENDER OF THE RESPONDENTS**

**TABLE-3.1.4****TABLE SHOWING THE OCCUPATION OF THE RESPONDENTS**

Occupation	Number of Respondent	Percent
Business	53	35.6
self-employed	29	19.5
Housewife	67	45.0
Total	149	100.0

The respondents according to their occupation. 35.6% of the respondents are of the business. 19.5% of the respondents are of the self-employed. Another 45% of the respondents are of the housewife. Most of the respondents they are house wife.

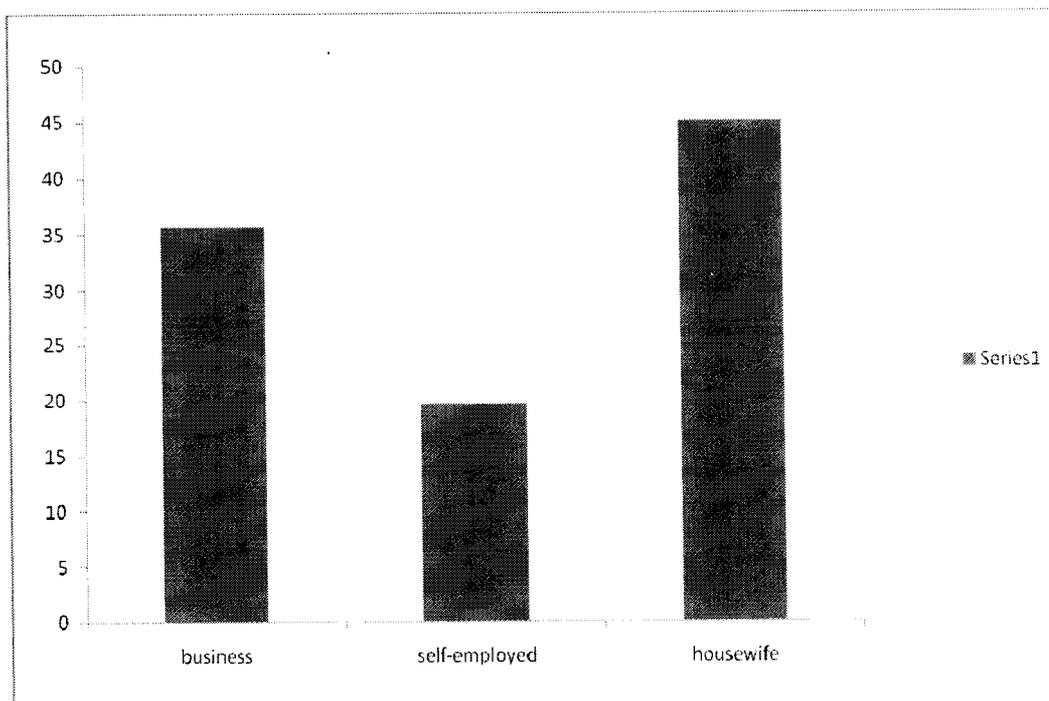
**CHART-3.1.4****CHART SHOWING THE OCCUPATION OF THE RESPONDENTS**

TABLE-3.1.5

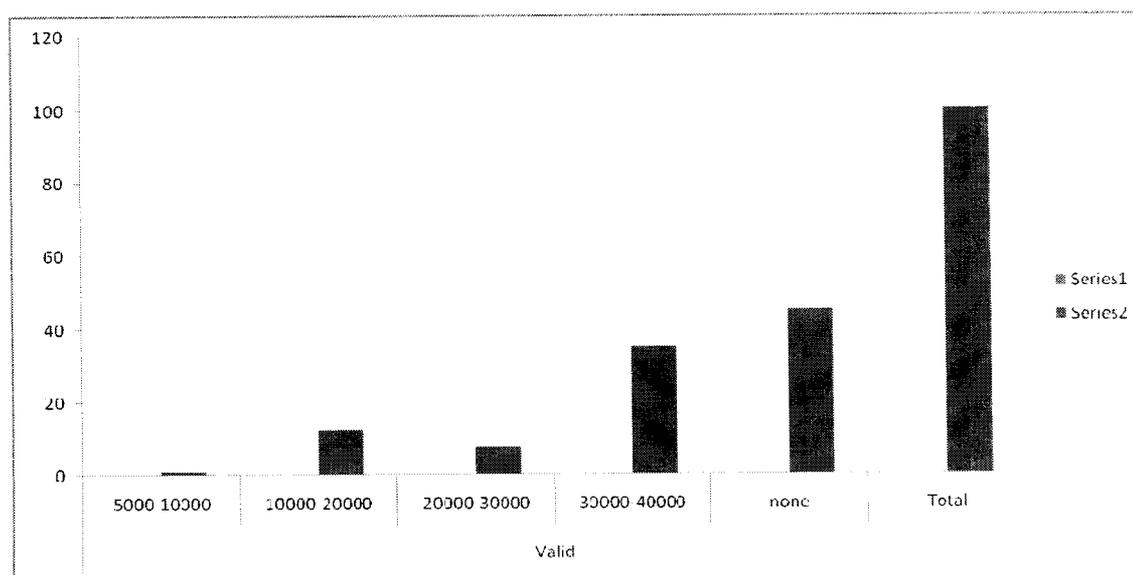
TABLE SHOWING THE INCOME OF THE RESPONDENTS

Income	No of Respondents	Percent
5000-10000	1	.7
10000-20000	18	12.1
20000-30000	11	7.4
30000-40000	52	34.9
None	67	45.0
Total	149	100.0

The respondents are widely distributed among the various income levels. About 7% of the respondents 5000-100000 another 12.1% earn between rupees 10000-20000. About 7.4% earn between 20000-30000.another 34.9% earn between rupees 30000-40000.most of the respondents are female.

CHART-3.1.5

CHART SHOWING THE INCOME OF THE RESPONDENTS



**TABLE-3.1.6**

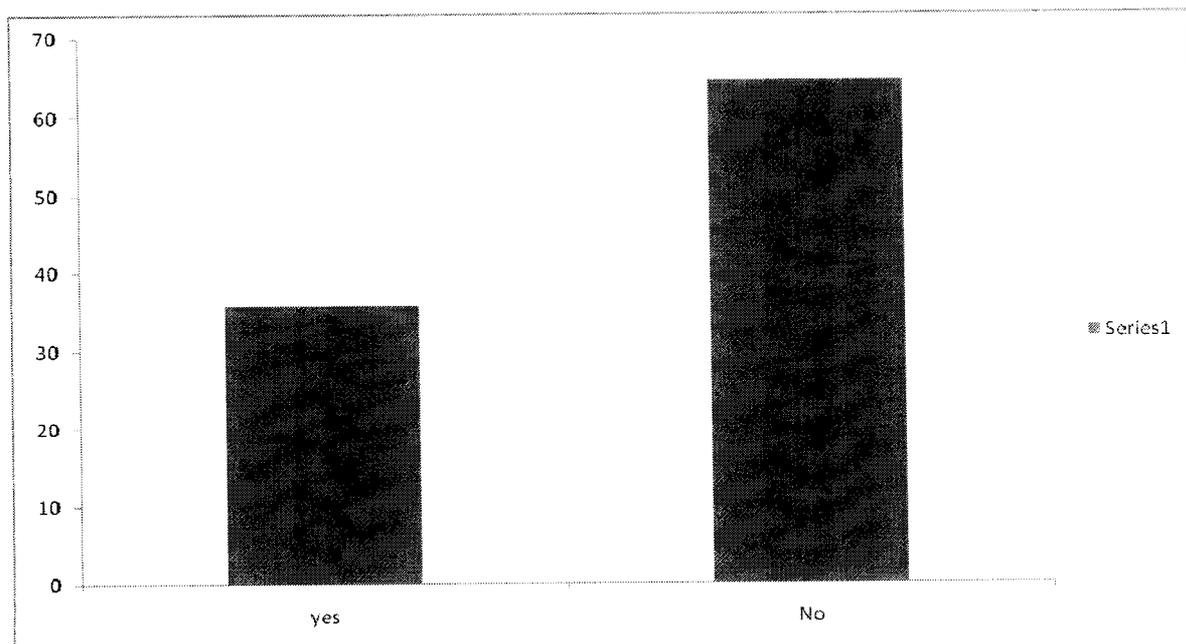
**TABLE SHOWING VISITING THE SHOW ROOM  
FIRST TIME OF THE RESPONDENTS**

Visiting first time	Frequency	Percent
Yes	53	35.6
No	96	64.4
Total	149	100.0

The respondents according to their visiting the show room for first time. About 35.6% of the respondents are of the yes .Another 64.4% of the respondents are of the no. Most of the respondents are not visiting the showroom because not aware of the brand and product.

**CHART-3.1.6**

**CHART SHOWING VISITING THE SHOW ROOM  
FIRST TIME OF THE RESPONDENTS**



**TABLE-3.1.7****TABLE SHOWING HOW OFTEN ARE YOU VISITING THE SHOW ROOM**

Often to visiting	No of Respondents	Percent
0-1 year	48	32.2
2-3 year	95	63.8
5 years once	6	4.0
Total	149	100.0

The respondents according to their how often are you visiting the show room. About 32.2% of the respondents are of the 0-1year .Another 63.8% of the respondents are 2-3years. Another 4% of the respondents are of the 5 years once. Most of the respondents are visiting 2-3 years because regular customer on the shop.

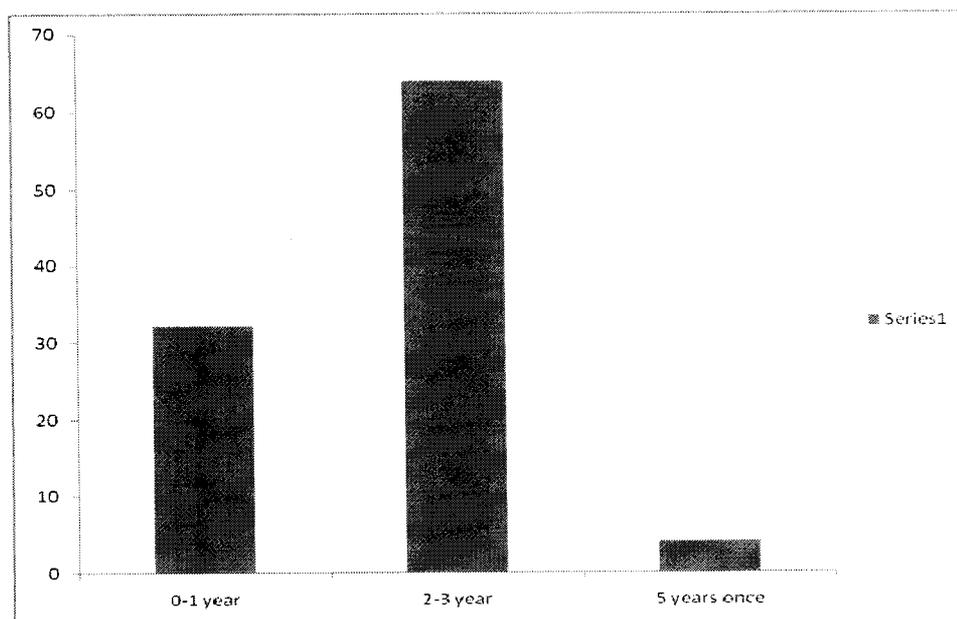
**CHART-3.1.7****CHART SHOWING HOW OFTEN ARE YOU VISITING THE SHOW ROOM**

TABLE-3.1.8

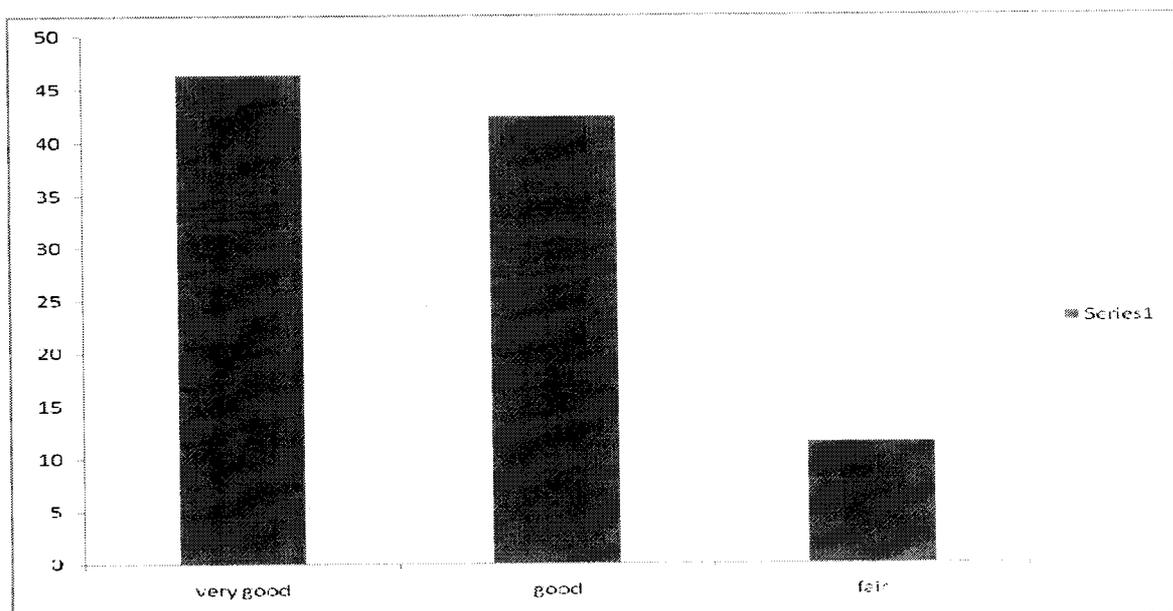
TABLE SHOWING THE BRAND IMAGE OF THE RESPONDENTS

Brand image	No of respondents	Percent
very good	69	46.3
Good	63	42.3
Fair	17	11.4
Total	149	100.0

The respondents according to their brand image of the show room. About 46.3% of the respondents are very good. Another 42.3% of the respondents are good. Another 11.4% of the respondents are fair. most of the respondents' view the brand image has very good because they are loyal customer.

CHART-3.1.8

CHART SHOWING THE BRAND IMAGE OF THE RESPONDENTS



**TABLE-3.1.9****TABLE SHOWING THE QUALITY OF THE RESPONDENTS**

Quality	No of Respondents	Percent
very good	36	24.2
good	83	55.7
fair	30	20.1
Total	149	100.0

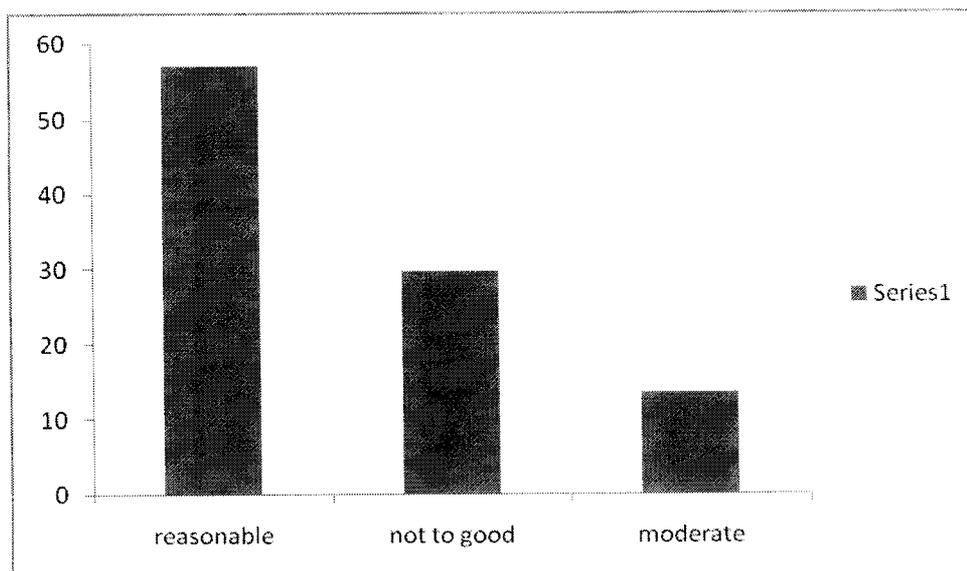
The respondents according to their brand image of the show room. About 24.2% of the respondents are very good. Another 55.7% of the respondents are good. Another 20.1% of the respondents are fair. most of the respondents view the quality of uniform is good because brand.

**CHART-3.1.9****CHART SHOWING THE QUALITY OF THE RESPONDENTS**

**TABLE-3.1.10****TABLE SHOWING THE PRICE OF THE RESPONDENTS**

Price	No of respondents	Percent
Reasonable	85	57.0
not to good	44	29.5
Moderate	20	13.4
Total	149	100.0

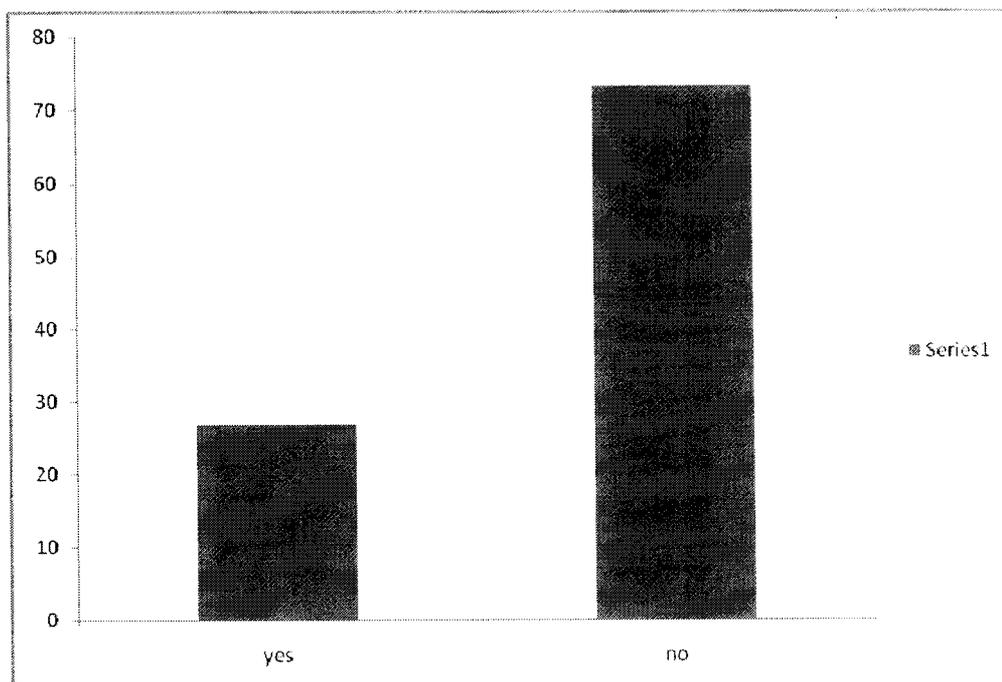
The respondents according to their price of the show room. About 57% of the respondents are reasonable. Another 29.5% of the respondents are not to good. Another 13.4% of the respondents are moderate. This is clearing showing about all type of customers.

**CHART-3.1.10****TABLE SHOWING THE PRICE OF THE RESPONDENTS**

**TABLE-3.1.11****TABLE SHOWING THE OTHER BRAND OF THE RESPONDENTS**

Other brand	Frequency	Percent
Yes	40	26.8
No	109	73.2
Total	149	100.0

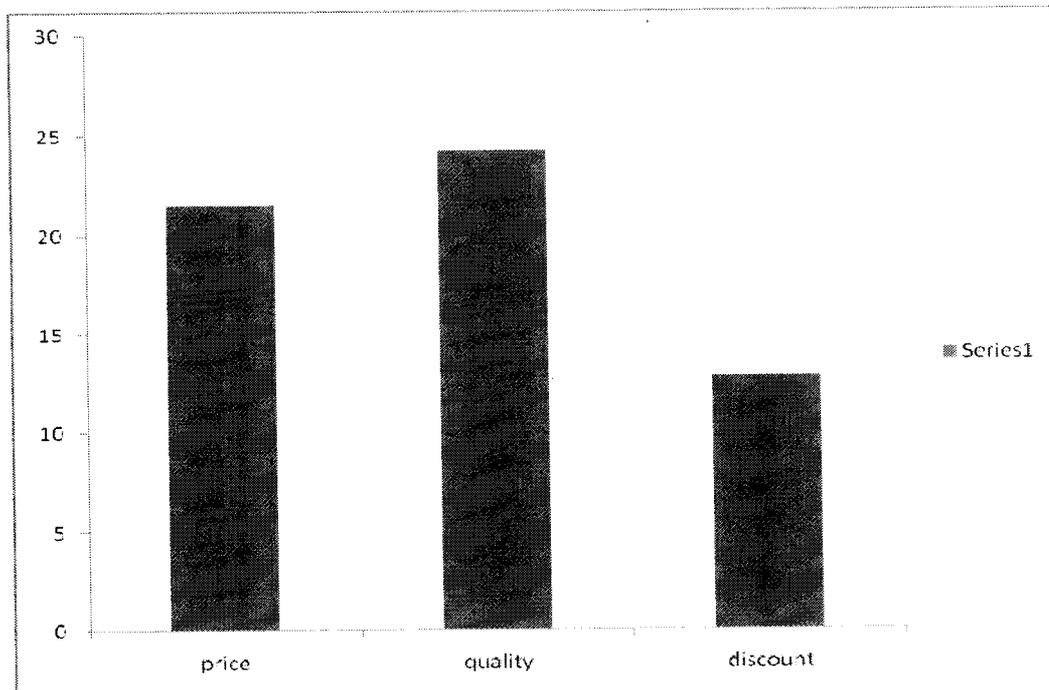
The respondents according to their other brand of the school uniform. About 26.8% of the respondents are of the yes. Another 73.2% of the respondents are of the no. Most of the respondents are highly satisfied about brand.

**CHART-3.1.11****TABLE SHOWING THE OTHER BRAND OF THE RESPONDENTS**

**TABLE-3.1.12****TABLE SHOWING THE IF REASON YES OF THE RESPONDENTS**

If yes reason	Frequency	Percent
Price	32	21.5
Quality	36	24.2
Discount	19	12.8
Total	149	100.0

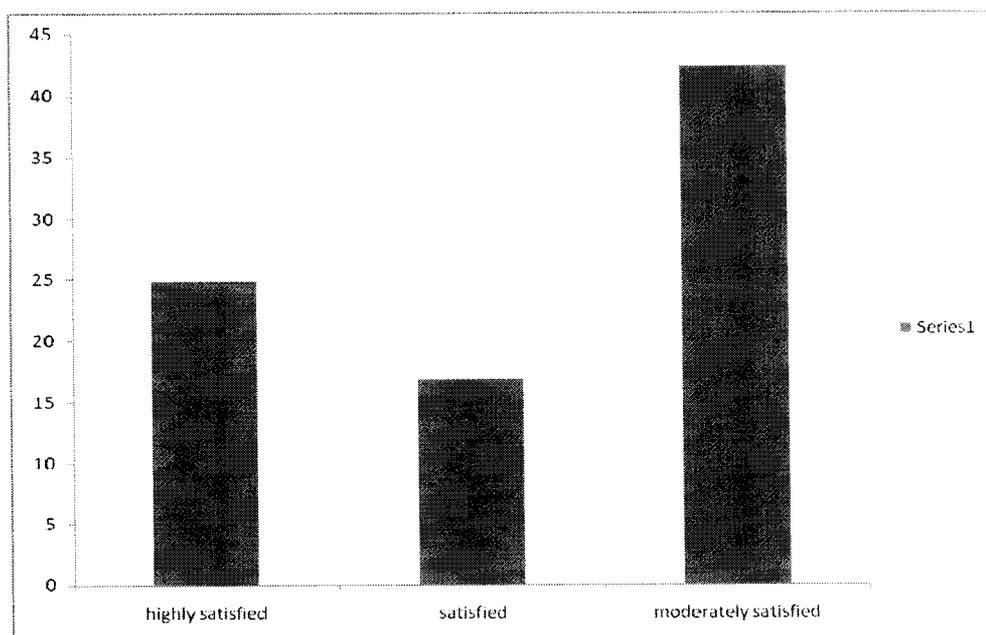
The respondents according to their other brand. About 21.5% of the respondents are price. Another 24.2% of the respondents are quality. Another 12.8% of the respondents are discount. This is clearly showing that customers are shifting to other brands due to the quality.

**CHART-3.1.12****CHART SHOWING THE IF REASON YES OF THE RESPONDENTS**

**TABLE-3.1.13****TABLE SHOWING THE DISCOUNTS IN BOMBAY DYEING**

Discount	Frequency	Percent
highly satisfied	37	24.8
Satisfied	25	16.8
moderately satisfied	63	42.3
Total	149	100.0

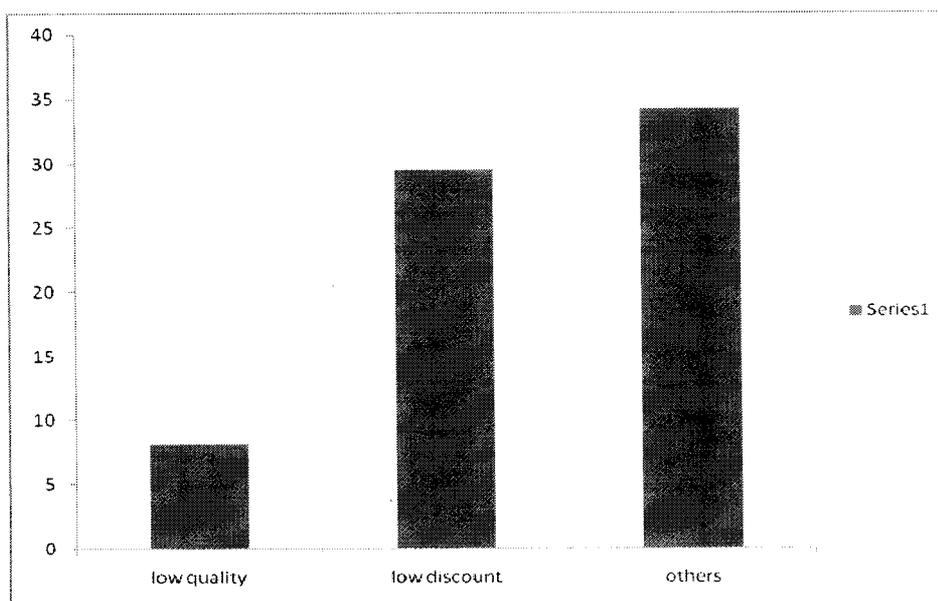
The respondents according to their discount of school uniform. About 24.8% of the respondents are highly satisfied. Another 16.8% of the respondents are satisfied. Another 42.3% of respondents is moderately satisfied. This is clearly showing that the discount given by Bombay dyeing is not satisfying the customers to their expectations.

**CHART-3.1.13****CHART SHOWING THE DISCOUNTS IN BOMBAY DYEING**

**TABLE-3.1.14****TABLE SHOWING THE DISSATISFIED OF THE RESPONDENTS**

Dissatisfied	No of respondents	Percent
low quality	12	8.1
low discount	44	29.5
Others	51	34.2
Total	149	100.0

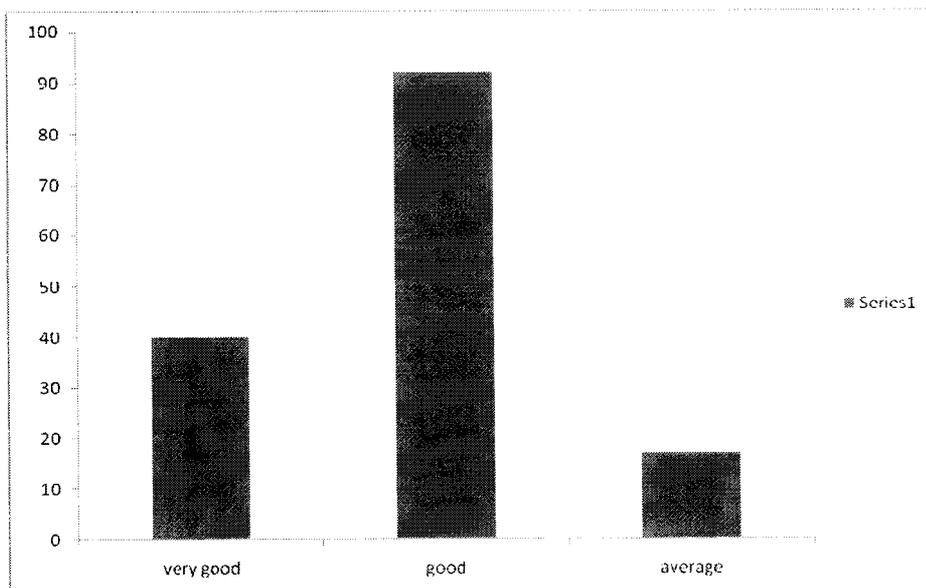
The respondents according to their dissatisfied of school uniform. About 8.1% of the respondents are low quality. Another 29.5% of the respondents are low discount. Another 34.2% of respondents are others. This is clearly showing that other brands are giving more discounts than Bombay dyeing

**CHART-3.1.14****CHART SHOWING THE DISSATISFIED OF THE RESPONDENTS**

**TABLE-3.1.15****TABLE SHOWING THE SERVICE OF THE RESPONDENTS**

Service	Number of respondent	Percent
very good	40	26.8
Good	92	61.7
Average	17	11.4
Total	149	100.0

The respondents according to their service of the show room. About 26.8% of the respondents are Very good. Another 61.7% of the respondents are good. Another 11.4% of the respondents are fair. Respondents say that service provided by Bombay dyeing is good because most of them are loyal customer they are comparable with quality provided by Bombay dyeing.

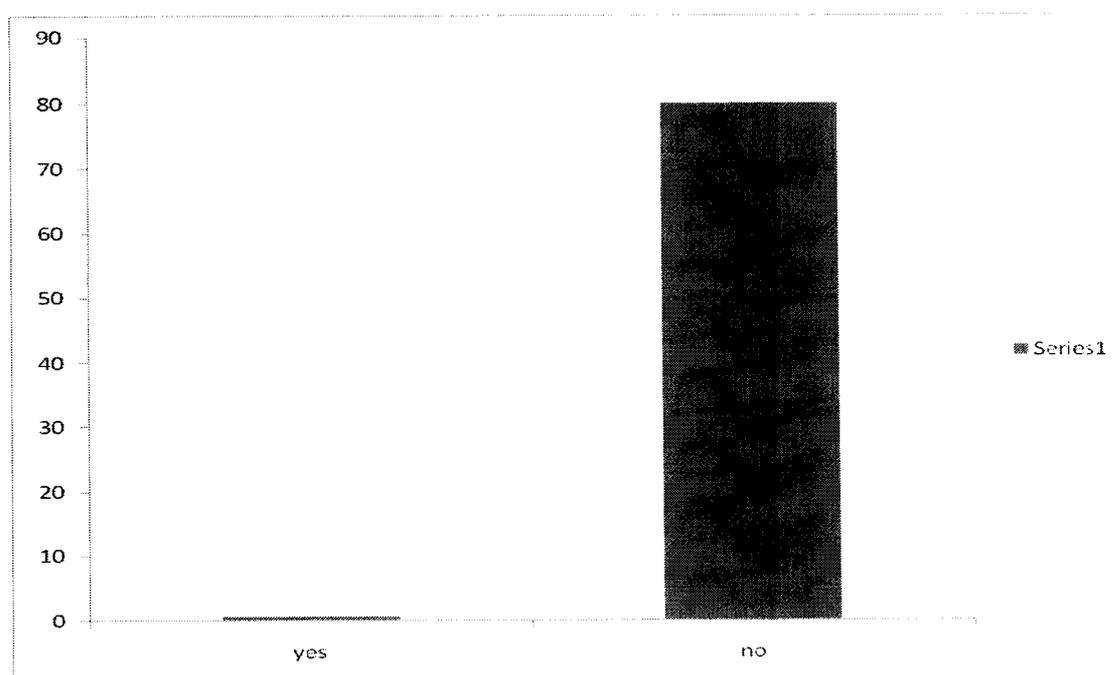
**CHART-3.1.15****CHART SHOWING THE SERVICE OF THE RESPONDENTS**

**TABLE-3.1.16****TABLE SHOWING THE AFTER SALES OF THE RESPONDENTS**

after sales	Number of respondents	Percent
Yes	1	.7
No	119	79.9
3	29	19.5
Total	149	100.0

The respondents according to their after sales of the school uniform.

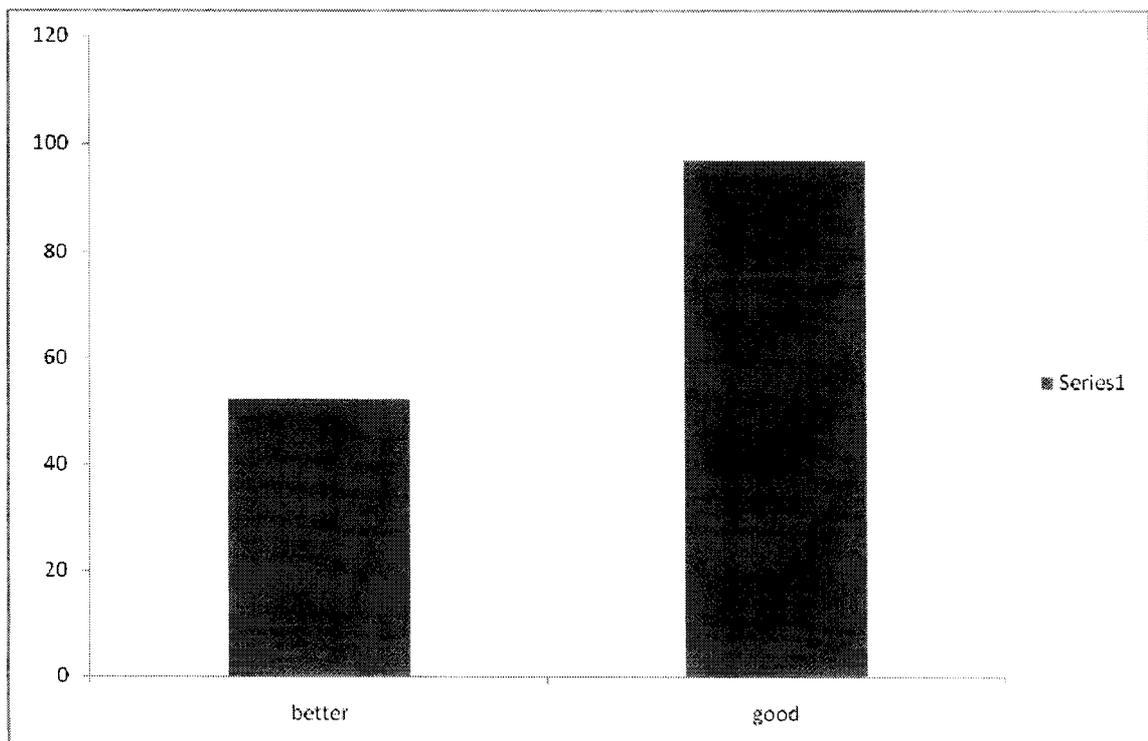
About 0.7% of the respondents are of the yes. Another 79.9% of the respondents are of the no. Most of the respondents are satisfied with service provided during their first visit, so there is no need of service after sales.

**CHART-3.1.16****CHART SHOWING THE AFTER SALES OF THE RESPONDENTS**

**TABLE-3.1.17****TABLE SHOWING THE AMBIENCE OF THE RESPONDENTS**

Ambience	Frequency	Percent
Better	52	34.9
Good	97	65.1
Total	149	100.0

The respondents according to their ambience of the show room. About 34.9% of the respondents are of the better. Another 65.1% of the respondents are of the good. Most of the respondents are content with show room.

**CHART-3.1.17****CHART SHOWING THE AMBIENCE OF THE RESPONDENTS**

### 3.2 CHI-SQUARE

#### 3.2.1 How often visiting the showroom and Satisfied with quality of uniform

Variable		VAR00006			Total
VAR00005	1	18	13	17	48
	2	18	64	13	95
	3	0	6	0	6
Total		36	83	30	149

48% of the respondents, visit the showroom once in every year in that 18% of the respondent very good. 95% of the respondent visit the show room between 2-3 years in that 64% of the respondent say quality is good. 6% of the respondent visit the show room between 5 years once in that all of the respondent satisfy the quality of uniform.

Calculated value=25.5

Table value=9.488

Degree of freedom=4

Significant level=0.05

### INFERENCE

From the above analysis, we find that the calculated value is higher than the table value and hence, the null hypothesis rejected. so, there is no significant relationship between How often visiting the showroom and Satisfied with quality of uniform.

### 3.2.2 how often visiting the show room and service

Variable	VAR00003				Total
		1	2	3	
VAR00002	1	0	0	0	1
1	0	29	17	2	48
2	0	10	70	15	95
3	0	1	5	0	6
Total	1	40	92	17	150

95% of the respondent visit the show room 2-3 years in that 70% of the respondent say service provided by them is good. 48% of the respondent visit the show room every years in that 17% of the respondent say service provided by them is very good.

Calculated value=207.3

Table value=16.919

Degree of freedom=4

Significant level=0.05

#### INFERENCE

From the above analysis, we find that the calculated value is higher than the table value and hence, the null hypothesis rejected. So, there is no significant relationship between. how often visiting the show room and service.

**FINDINGS**

## **CHAPTER-4**

### **CONCLUSION**

#### **4.1 FINDINGS**

1. It is inferred that majority of the respondents 46% are of the age group are between 30- 35 years of age
2. It is inferred that around 52% of the respondents are of female.
3. It is inferred that 45% of the respondents are housewives.
4. It is inferred that 45% of the respondents are belonging to income level of housewives.
5. It is inferred that 64% of the respondents are found to be visiting the show room first time.
6. It is inferred that 63% of the respondents are visiting the show room once in 2-3years.
7. It is inferred that 46% of the respondents feel that Bombay Dyeing is a very good brand.
8. It is inferred that 55% of the respondents are satisfied with the quality of uniform.
9. It is inferred that 57% of the respondents opine that the Bombay dyeing uniform are reasonably priced
10. It is inferred that 73% of the respondents do prefer no other brand uniforms.
11. It is inferred that the around 24% of the respondents are moderately satisfied on quality.
12. It is inferred that out of 150, majority of the respondents 42% of them are moderately satisfied with quality of the uniform.
13. It is inferred that 61% of the respondents are satisfied with the service.
14. It is inferred that 79% of the respondents are not expecting after sales service.
15. It is inferred that 65% of the respondents are feel that ambience of show room is good.

## 4.2 SUGGESTIONS

- Based on the information collected it is suggested that companies can concentrate on increasing the media advertisement.
- Majority of the population preferred buying in exclusive brand can improve their Brand image standards to get a wider customer base.
- Service facility should be improved to satisfy the customer still further. Advanced technological factors should be implemented with the help of r&d ,in order to face to competitor.

## 4.3 CONCLUSION

Thus this research has proved to be very useful for the people who are already in the field of textile and want to expand their business. There is a lot of scope in the field of textile and mainly in the field of uniforms. This study is just related to Coimbatore city and if one wants to supply the uniforms in schools he can supply.

**QUESTIONNAIRE*****A STUDY ON CUSTOMER PREFERENCE TOWARDS BOMBAY DYEING SCHOOL UNIFORM IN COIMBATORE CITY***

1. Name :
2. Age :  30-35y  35-40y  40-45y
3. Gender :  Male  Female
4. Occupation :  Business  self-employed  Housewife
5. Income :  5000 – 10,000  10,000 – 20,000  20,000 – 30,000  
 30,000 – 40,000  None
6. Are you visiting the show room for the first time ?  
 Yes  No
7. How often are you visting the showroom ?  
 0-1year  2-3years  5years once
8. How do you feel about the brand image on Bombay dyeing ?  
 Very good  Good  Fair
9. Are you satisfied with Quality of uniform purchased here ?  
 Very good  Good  Average

10. On what basis of purchasing a uniform[Rank it]

Brand

Price

Service

Media

11. What do you feel about the price?

Reasonable  Not to good  Moderate

12. Do you like to other brands school uniform ?

Yes  No

13. If yes? Why

Price  Quality  Discount

14. Are you satisfied with the discounts offered in Bombay dyeing?

**Highly satisfied**  **Satisfied**  **Moderately Satisfied**

**HighlyDissatisfied**  **Dissatisfied**

15. If dissatisfied why?

- Lowquality    Low discount    Others

16. How do you feel about the service provided by the sales person?

- Verygood    Good    Average

17. Do you expect after sale service ?

- Yes    No

18. How do you feel ambience of the showroom?

- Better    good    no idea

19. Any expectations regardign Bombay Dyeing school uniform, please specify suggestions :

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## BIBLIOGRAPHY

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[www.google.com](http://www.google.com)

[www.bombay dyeing.com](http://www.bombay dyeing.com)