

Ramraj cottons essay



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[pic] 1. INTRODUCTION 1. COMPANY PROFILE: About Ramraj cottons: RAMRAJ Group, set up in 1983 is a star production and trading house of Dhoties, engaged in the business of Indian Market for giving the value addition to the Indians life style. The company is located in Tirupur town, the hub of Indian knit garment industry near to the textile city of Coimbatore in Tamilnadu, in the southern state of India. The company is constituted by the enterprising technocrat Shri. K. R. Nagarajan; he has provided the vision continually behind the growth of RAMRAJ cotton dhoties.

We have a dedicated, dynamic and experienced team member they keep the company in elevation always. The company started with the wide exposure of dhoties marketing in Indian cultural style that to reach from town to villages. At present the company primarily markets Cotton dhoties, Shirtings, Vests, Trunk, Briefs, Panties, Shimmies, and Children inner wears with High Quality at Right Cost. With modern infrastructure facilities, modern cater to the domestic market by giving better quality which is equivalent to the international standards.

We set to produce and achieve any level of demands from our buyers thus creating a high degree of credibility. 1. 2RAMRAJ QUALITY POLICY: Quality, Service, Right Price are the three foundations on which all our products have been modeled and are manufactured. • DELIGHT TO CUSTOMERS • FEELING OF EXCELLENCE • BUILDING SELF RELIANCE • DURABILITY IN WHITENESS & SPECIFIED COLOURS • AFFORDABLE PRICE SOFTNESS WHILE WEARING • LONG LIFE & EASY TO WASH The company is committed towards quality by Determining and fulfilling the requirements of customers with the aim of enhancing the customers delight • Delivering the quality products

consistently at right place, at right time and at right price. • Training all employees to make them aware of the impact in their work, in achieving the quality product and organizational objectives • Establishing and maintaining an effective communication system, enabling the customer / Suppliers to reach us conveniently and quickly • They have chosen to ensuring continual improvement of the products, processes and Quality management system. .

3 RAMRAJ PRODUCTS: [pic][pic] Cotton Dhoti Dignity formal shirts Full [pic] [pic] Wrinkle Free Shirt Half Aristocrat formal shirts Full [pic][pic] Cotton

Dhoti Jari Cotton Vest Sleeve Less 1. 4 Need for Study: • In current situation all the branded companies are concentrating on introducing different varieties of casual wears. Casual wears are much like by high class people like business peoples, self-employees who are getting more incomes because life style and culture has changed in Tirupur by last two years. So many companies introduce casual wears. Ramraj is a famous in Tamil Nadu especially in south districts like Coimbatore, Tirupur, Erode and karur.

Ramraj is famous for their cotton white shirts in south Tamil Nadu. • If they introduce casual wears means they can easily capture market in Tamil Nadu because they already have good market in Tamil Nadu. They can easily capture the market. 5. Objective of study: • The main objective of the study

is to make research on introduction of casual wears from Ramraj cottons • Used to find the customer preference for the casual wear from Ramraj in

Tirupur district. . 6 LIMITATIONS OF THE STUDY • The study was confined to Tirupur city only; the results cannot be generalized for the country. • The changes in the peoples taste and styles of living may change from time to time, hence the results of this study are based only on the present

conditions, and long term decisions cannot be taken on the basis of this

study. • The result of the study depends upon the information given by the respondents, which will their own opinion about the Ramraj cotton. 2

RESEARCH METHODOLOGY 2. 1 Research Design: • Research methodology is a systematic way that solves the research problem.

It may be understood as a science of studying how research is done scientifically. We study the various steps that are generally adopted by a researcher in studying the research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods or techniques but also methodology. Researcher need to know how to develop the tests, how to calculate the mean, how to apply research techniques which are relevant and which are not. The knowledge of research methodology provides tools to take things objectively. • In my research I use Descriptive research design. Descriptive research study is typically concerned with determining the frequency with which something occurs or the relationship between two variables. • Descriptive study is typically guided by an initial hypothesis. 2. 2 Sample Technique: • In customer survey Random sampling method is used. The respondents have been selected randomly from customer who is purchasing Ramraj product in the particular Ramraj owned outlet and other retail outlet. 2. 2. 1 Sample Size: • The sample size includes 111 Ramraj customers in Tirupur. 2. 3 Nature of Data: • The nature of data involves primary data.

Primary data are those which are collected fresh for the first time and happen to be original in characters. • Primary data are collected regarding customers preference of casual shirts from Ramraj cottons. Primary data are collected by giving questionnaire to Ramraj customers. 2. 4 Method of Data

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Collection: • Questionnaire method is used to collect data from customers who are already using Ramraj products. 2. 5 Area of Study: • The study is confined only in Tirupur city. 2. 6 ANALYTICAL TOOLS USED: Statistical tools are to obtain finding and average information in logical sequence from the data collected.

After tabulation of data, the researcher used following Quantities techniques.

1. Descriptive Statistics. 2. Factor Analysis. – KMO and Bartlett’s Test – Scree Plot – Component Matrix – Rotated Component Matrix 3. Cluster Analysis. – Case Processing Summary – Average linkage between groups 4. Quick Cluster Analysis. – Initial Cluster Centers – Iteration History – Final Cluster Center 3 ANALYSIS & INTERPRETATION 3. 1 Descriptive Statistics: | | N | Minimum | Maximum | Mean | Std.

Deviation | | Age | 106 | 1. 00 | 4. 00 | 2. 4528 | 1. 04318 | | Occupation | 106 | 1. 00 | 4. 00 | 2. 5283 | 1. 09725 | | no of years | 106 | 1. 00 | 4. 00 | 2. 5189 |. 88620 | | Satisfy with Ramraj formal shirts | 106 | 1. 00 | 2. 00 | 1. 208 |. 46898 | | Satisfy with Formal shirt Price | 106 | 1. 00 | 2. 00 | 1. 4434 |. 49915 | | Do you prefer casual shirts | 106 | 1. 00 | 2. 00 | 1. 4057 |. 49335 | | range of pricing | 106 | 1. 00 | 4. 00 | 2. 2925 | 1. 15443 | | for what purpose | 106 | 1. 00 | 5. 0 | 2. 3302 | 1. 16064 | | Party Wear | 106 | 1. 00 | 4. 00 | 2. 7642 | 1. 19165 | | colored design shirts do you prefer most | 106 | 1. 00 | 4. 00 | 2. 4340 | 1. 02371 | | Printed design | 106 | 1. 00 | 4. 00 | 2. 5283 |. 97792 | | Plain color design | 106 | 1. 0 | 4. 00 | 2. 1509 | 1. 12793 | | Color design shirt more you prefer | 106 | 1. 00 | 4. 00 | 2. 5189 | 1. 00694 | | printed design shirts do you prefer most | 106 | 1. 00 | 4. 00 | 2. 6604 | 1. 11173 | | preference in purchasing | 106 | 1. 00 | 3. 00 | 1. 7830 |. 78078 | | prefer to

purchase in separate casual ear | 106 | 1. 00 | 2. 00 | 1. 4717 | . 50157 | |
 showrooms | | | | | Valid N (list wise) | 106 | | | | INFERENCE: From the
 above Descriptive Statistics we want to consider the least mean value. The
 first least mean value is 1. 3208. So more number of Ramraj customer satisfy
 with Formal shirts from Ramraj.

The minimum value is 1 and maximum value is 2. The second least mean
 value is 1. 4057. More number of customer prefer casual shirt from Ramraj

The minimum value is 1 and maximum value is 2 3. 2 Cluster Analysis Case

Processing Summary (a, b): | Cases | | Valid | Missing | Total | | N | Percent | N
 | Percent | N | Percent | | 106 | 100. 0 | 0 | . 0 | 106 | 100. | A Squared

Euclidean Distance used B Average Linkage (Between Groups) Inference:

Average Linkage (Between Groups): Agglomeration Schedule | Stage |

Cluster Combined | Coefficients | Stage Cluster First Appears | Next Stage | | |

Cluster 1 | Cluster 2 | | Cluster 1 | Cluster 2 | | | 1 | 85 | 96 | . 000 | 0 | 0 | 4 | |

2 | 69 | 87 | . 00 | 0 | 0 | 10 | | 3 | 84 | 97 | 1. 000 | 0 | 0 | 5 | | 4 | 85 | 89 | 1.

000 | 1 | 0 | 7 | | 5 | 76 | 84 | 1. 500 | 0 | 3 | 16 | | 6 | 36 | 48 | 2. 00 | 0 | 0 | 51

| | 7 | 81 | 85 | 2. 333 | 0 | 4 | 12 | | 8 | 86 | 93 | 3. 000 | 0 | 0 | 41 | | 9 | 72 |

88 | 3. 000 | 0 | 0 | 42 | | 10 | 69 | 82 | 3. 00 | 2 | 0 | 25 | | 11 | 24 | 45 | 3. 000

| 0 | 0 | 43 | | 12 | 26 | 81 | 3. 250 | 0 | 7 | 40 | | 13 | 79 | 104 | 4. 000 | 0 | 0 |

22 | | 14 | 74 | 98 | 4. 00 | 0 | 0 | 34 | | 15 | 30 | 46 | 4. 000 | 0 | 0 | 47 | | 16 |

76 | 102 | 4. 333 | 5 | 0 | 49 | | 17 | 75 | 105 | 5. 000 | 0 | 0 | 40 | | 18 | 70 |

100 | 5. 00 | 0 | 0 | 24 | | 19 | 56 | 95 | 5. 000 | 0 | 0 | 32 | | 20 | 31 | 83 | 5.

000 | 0 | 0 | 48 | | 21 | 18 | 80 | 5. 000 | 0 | 0 | 67 | | 22 | 62 | 79 | 5. 000 | 0 |

13 | 28 | | 23 | 52 | 64 | 5. 00 | 0 | 0 | 31 | | 24 | 70 | 77 | 5. 500 | 18 | 0 | 54 | |

25 | 69 | 99 | 6. 000 | 10 | 0 | 97 | | 26 | 49 | 50 | 6. 000 | 0 | 0 | 30 | | 27 | 28 |

41 | 6. 00 | 0 | 0 | 50 | | 28 | 62 | 101 | 6. 667 | 22 | 0 | 29 | | 29 | 62 | 92 | 7.
000 | 28 | 0 | 53 | | 30 | 34 | 49 | 7. 000 | 0 | 26 | 57 | | 31 | 52 | 94 | 7. 00 | 23
| 0 | 33 | | 32 | 54 | 56 | 7. 500 | 0 | 19 | 71 | | 33 | 52 | 57 | 7. 667 | 31 | 0 | 66
| | 34 | 74 | 91 | 8. 000 | 14 | 0 | 56 | | 35 | 68 | 73 | 8. 00 | 0 | 0 | 68 | | 36 | 37
| 71 | 8. 000 | 0 | 0 | 49 | | 37 | 7 | 63 | 8. 000 | 0 | 0 | 86 | | 38 | 32 | 47 | 8.
000 | 0 | 0 | 46 | | 39 | 1 | 20 | 8. 000 0 | 0 | 63 | | 40 | 26 | 75 | 8. 300 | 12 |
17 | 79 | | 41 | 86 | 90 | 8. 500 | 8 | 0 | 91 | | 42 | 42 | 72 | 8. 500 | 0 | 9 | 53 | |
43 | 24 | 58 | 8. 500 | 11 | 0 | 75 | | 44 | 61 | 103 | 9. 00 | 0 | 0 | 76 | | 45 | 16 |
53 | 9. 000 | 0 | 0 | 65 | | 46 | 32 | 33 | 9. 000 | 38 | 0 | 58 | | 47 | 12 | 30 | 9.
000 | 0 | 15 | 61 | | 48 | 31 | 39 | 9. 00 | 20 | 0 | 63 | | 49 | 37 | 76 | 9. 750 | 36
| 16 | 59 | | 50 | 28 | 44 | 10. 000 | 27 | 0 | 69 | | 51 | 8 | 36 | 10. 000 | 0 | 6 |
60 | | 52 | 17 | 21 | 10. 00 | 0 | 0 | 70 | | 53 | 42 | 62 | 10. 133 | 42 | 29 | 74 | |
54 | 10 | 70 | 10. 667 | 0 | 24 | 65 | | 55 | 60 | 66 | 11. 000 | 0 | 0 | 68 | | 56 |
27 | 74 | 11. 33 | 0 | 34 | 88 | | 57 | 23 | 34 | 11. 333 | 0 | 30 | 74 | | 58 | 19 |
32 | 11. 333 | 0 | 46 | 59 | | 59 | 19 | 37 | 11. 917 | 58 | 49 | 88 | | 60 | 8 | 67 |
12. 000 | 51 | 0 | 92 | | 61 | 12 | 59 | 12. 00 | 47 | 0 | 83 | | 62 | 11 | 43 | 12.
000 | 0 | 0 | 82 | | 63 | 1 | 31 | 12. 000 | 39 | 48 | 81 | | 64 | 3 | 25 | 12. 000 | 0
| 0 | 77 | | 65 | 10 | 16 | 12. 00 | 54 | 45 | 76 | | 66 | 51 | 52 | 12. 250 | 0 | 33 |
80 | | 67 | 18 | 78 | 12. 500 | 21 | 0 | 82 | | 68 | 60 | 68 | 12. 500 | 55 | 35 | 87
| | 69 | 28 | 55 | 12. 67 | 50 | 0 | 85 | | 70 | 17 | 106 | 13. 000 | 52 | 0 | 87 | |
71 | 22 | 54 | 13. 000 | 0 | 32 | 89 | | 72 | 15 | 29 | 13. 000 | 0 | 0 | 95 | | 73 |
13 | 14 | 13. 00 | 0 | 0 | 78 | | 74 | 23 | 42 | 13. 188 | 57 | 53 | 83 | | 75 | 24 |
65 | 13. 667 | 43 | 0 | 79 | | 76 | 10 | 61 | 13. 833 | 65 | 44 | 92 | | 77 | 3 | 6 |
14. 00 | 64 | 0 | 84 | | 78 | 2 | 13 | 14. 500 | 0 | 73 | 98 | | 79 | 24 | 26 | 14.
536 | 75 | 40 | 90 | | 80 | 38 | 51 | 15. 200 | 0 | 66 | 90 | | 81 | 1 | 9 | 15. 400 |
63 | 0 | 86 | | 82 | 11 | 18 | 15. 67 | 62 | 67 | 95 | | 83 | 12 | 23 | 16. 375 | 61 |

74 | 85 | | 84 | 3 | 40 | 16. 667 | 77 | 0 | 101 | | 85 | 12 | 28 | 16. 750 | 83 | 69
 | 91 | | 86 | 1 | 7 | 17. 67 | 81 | 37 | 93 | | 87 | 17 | 60 | 17. 750 | 70 | 68 | 102
 | | 88 | 19 | 27 | 17. 800 | 59 | 56 | 89 | | 89 | 19 | 22 | 18. 679 | 88 | 71 | 94 | |
 90 | 24 | 38 | 18. 58 | 79 | 80 | 96 | | 91 | 12 | 86 | 18. 800 | 85 | 41 | 97 | | 92
 | 8 | 10 | 20. 500 | 60 | 76 | 96 | | 93 | 1 | 35 | 20. 875 | 86 | 0 | 99 | | 94 | 4 |
 19 | 20. 89 | 0 | 89 | 98 | | 95 | 11 | 15 | 20. 900 | 82 | 72 | 100 | | 96 | 8 | 24 |
 21. 637 | 92 | 90 | 99 | | 97 | 12 | 69 | 21. 761 | 91 | 25 | 103 | | 98 | 2 | 4 | 22.
 44 | 78 | 94 | 100 | | 99 | 1 | 8 | 23. 471 | 93 | 96 | 101 | | 100 | 2 | 11 | 24.
 461 | 98 | 95 | 102 | | 101 | 1 | 3 | 24. 750 | 99 | 84 | 104 | | 102 | 2 | 17 | 25.
 81 | 100 | 87 | 103 | | 103 | 2 | 12 | 29. 081 | 102 | 97 | 105 | | 104 | 1 | 5 | 32.
 095 | 101 | 0 | 105 | | 105 | 1 | 2 | 33. 883 | 104 | 103 | 0 | Inference: 3. 3

Quick Cluster Analysis Initial Cluster Centers: | Cluster | | 1 | 2 | | Age | 1. 00
 | 4. 00 | | Occupation | 4. 00 | 2. 00 | | no of years | 1. 00 | 4. 00 | | Satisfy
 with Ramraj formal shirts | 2. 00 | 1. 0 | | Satisfy with Formal shirt Price | 2.
 00 | 1. 00 | | Do you prefer casual shirts | 1. 00 | 2. 00 | | range of pricing | 1.
 00 | 4. 00 | | for what purpose | 1. 00 | 4. 00 | | Party Wear | 4. 00 | 1. 00 | |
 colored design shirts do you prefer most | 2. 00 | 4. 0 | | Printed design | 3.
 00 | 2. 00 | | Plain color design | 1. 00 | 3. 00 | | Color design shirt more you
 prefer | 2. 00 | 4. 00 | | printed design shirts do you prefer most | 1. 00 | 3. 00
 | | preference in purchasing | 3. 00 | 2. 00 | | prefer to purchase in separate
 casual wear showrooms | 1. 0 | 2. 00 | Inference: Iteration History (a): |

Iteration | Change in Cluster Centers | | 1 | 2 | | 1 | 3. 048 | 2. 926 | | 2 | . 064
 | . 062 | | 3 | . 120 | . 110 | | 4 | . 064 | . 057 | | 5 | . 81 | . 069 | | 6 | . 000 | . 000 | A.

Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is . 000. The current iteration is 6. The minimum distance between initial centers is 8. 426.

Inference: Final Cluster Centers: | | Cluster | | | 1 | 2 | | Age 1. 69 | 3. 11 | | Occupation | 2. 92 | 2. 19 | | no of years | 2. 00 | 2. 96 | | Satisfy with Ramraj formal shirts | 1. 61 | 1. 07 | | Satisfy with Formal shirt Price | 1. 76 | 1. 18 | | Do you prefer casual shirts | 1. 37 | 1. 4 | | range of pricing | 1. 37 | 3. 09 | | for what purpose | 1. 65 | 2. 91 | | Party Wear | 3. 37 | 2. 25 | | colored design shirts do you prefer most | 1. 96 | 2. 84 | | Printed design | 2. 47 | 2. 58 | | Plain color design | 1. 2 | 2. 35 | | Color design shirt more you prefer | 2. 12 | 2. 86 | | printed design shirts do you prefer most | 2. 47 | 2. 82 | | preference in purchasing | 1. 94 | 1. 65 | | prefer to purchase in separate casual wear showrooms | 1. 53 | 1. 42 | Inference: 3. 4 Factor Analysis KMO and Bartlett's Test: | Kaiser-Meyer-Olkin Measure of Sampling Adequacy. . 675 | | Bartlett's Test of Sphericity| Approx. Chi-Square | 578. 805 | | | df | 120 | | | Sig. |. 000 | Inference: Communalities: | | Initial | Extraction | | Age | 1. 000 |. 739 | | Occupation | 1. 000 |. 88 | | no of years | 1. 000 |. 652 | | Satisfy with Ramraj formal shirts | 1. 000 |. 692 | | Satisfy with Formal shirt Price | 1. 000 |. 757 | | Do you prefer casual shirts | 1. 000 |. 541 | | range of pricing | 1. 000 |. 656 | | for what purpose | 1. 00 |. 580 | | Party Wear | 1. 000 |. 781 | | colored design shirts do you prefer most | 1. 000 |. 659 | | Printed design | 1. 000 |. 663 | | Plain color design | 1. 000 |. 535 | | Color design shirt more you prefer | 1. 000 |. 34 | | printed design shirts do you prefer most | 1. 000 |. 652 | | preference in purchasing | 1. 000 |. 677 | | prefer to purchase in separate casual wear showrooms | 1. 000 |. 638 | Extraction Method: Principal Component Analysis. Total Variance Explained: | Component | Initial Eigenvalues | Extraction Sums of Squared Loadings | Rotation Sums of Squared Loadings | | Total | | | 1 | 2 | 3 | 4 | 5 | | Age |. 730 |. 155 |. 277 |-. 320 |. 053 | | Occupation |-. 462 |-. 021 |. 041 |-. 230 |-. 346 | | no of years |.

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19 |. 093 |. 070 |-. 312 |. 151 | | Satisfy with Ramraj formal shirts |-. 763 |-.
111 |. 181 |. 096 |. 236 | | Satisfy with Formal shirt Price |-. 764 |-. 190 |. 196
|. 194 |. 247 | | Do you prefer casual shirts |. 114 |-. 185 |. 587 |-. 381 |. 065 |
| range of pricing |. 748 |. 259 |. 14 |-. 125 |-. 017 | | for what purpose |. 629
|. 022 |-. 091 |. 266 |. 324 | | Party Wear |-. 582 |. 369 |-. 109 |-. 290 |. 457 | |
colored design shirts do you prefer most|. 491 |-. 333 |. 162 |. 413 |-. 331 | |
Printed design |-. 019 |. 754 |. 048 |. 137 |-. 69 | | Plain color design |. 215 |-.
679 |. 047 |-. 140 |. 081 | | Color design shirt more you prefer |. 448 |-. 272 |.
187 |. 467 |. 326 | | printed design shirts do you prefer most|. 181 |. 663 |.
107 |. 324 |. 252 | | preference in purchasing |-. 323 |. 185 |. 642 |. 212 |-.
285 | | prefer to purchase in seprate casual |-. 13 |. 052 |. 778 |-. 039 |. 127 |
| wear showrooms | | | | | Extraction Method: Principal Component Analysis.
A. 5 components extracted. Inference: Rotated Component Matrix (a): | |
Component | | | 1 | 2 | 3 | 4 | 5 | | Age |. 97 |-. 020 |. 185 |. 051 |. 257 | |
Occupation |-. 234 |-. 004 |-. 570 |-. 044 |. 079 | | no of years |. 758 |-. 104 |.
248 |-. 027 |. 062 | | Satisfy with Ramraj formal shirts |-. 719 |-. 048 |-. 099 |-.
315 |. 252 | | Satisfy with Formal shirt Price |-. 791 |-. 085 |-. 034 |-. 241 |.
255 | | Do you prefer casual shirts |. 43 |-. 292 |-. 079 |-. 045 |. 623 | | range
of pricing |. 743 |. 148 |. 239 |. 146 |. 062 | | for what purpose |. 353 |. 008 |.
645 |. 129 |-. 149 | | Party Wear |-. 277 |. 173 |-. 111 |-. 813 |. 023 | | colored
design shirts do you |. 137 |-. 110 |. 230 |. 757 |. 33 | | prefer most | | | | | |
Printed design |. 127 |. 789 |-. 155 |-. 003 |. 007 | | Plain color design |. 072 |-.
693 |. 107 |. 189 |. 053 | | Color design shirt more you prefer|. 032 |-. 156 |.
705 |. 315 |. 114 | | printed design shirts do you |. 126 |. 666 |. 411 |-. 139 |.
71 | | prefer most | | | | | | preference in purchasing |-. 294 |. 360 |-. 204 |.
229 |. 606 | | prefer to purchase in seprate |-. 063 |. 063 |. 053 |-. 036 |. 791 |

| casual wear showrooms | | | | | Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. A. Rotation converged in 6 iterations. Inference:

FINDINGS 1. Some customer is not like to purchase casual shirts from Ramraj. 2. They are already the customer for casual shirts from other brands. 3. Some customer chooses Ramraj for only Formal Shirts and Cotton Dhoties. 4. Some customer thinks that Ramraj is pioneer in cotton products and formal shirts market only in Tamil Nadu. So they cannot provide new designs of casual shirts like other leading casual brands. 5. 21. 1% of the respondents are in the age group of 25-30years, 31. 1% of the respondents are in the age group of 30-40 years, 27. 4% of the respondents are in the age group of 40-50 years, while 19. % of the respondents are in the age group are above 50years. 6. 22. 6% of the respondents are self-employed, 26. 4% of the respondents are professionals, 26. 4% of the respondents are business people, and 24. 5% of the respondents are working employee. 7. 12. 3% of the respondents of the customer of Ramraj are less than 2 year, 37. 7% of the respondents are customer for 2 years, 35. 8% of the respondents are customer for 5 years, and 14. 2% of the respondents are the customer for 10 years 8. 67. 9% of the respondent is satisfied with Ramraj Formal shirts, and 32. 1% of the respondents are not satisfied. . 55. 7% of the respondent is satisfied with product price, and 44. 3% of the respondents are not satisfied. 10. 59. 4% of the respondent prefers casual shirts from Ramraj, and 40. 6% of the respondent are not prefer casual shirts from Ramraj. 11. More respondent prefer casual shirts pricing at the range of 300-400Rs. 12. 31. 1% of the customer prefers casual shirts for their daily use.

13. 43. 4% of the respondent prefers to purchase the casual shirts from Ramraj own outlet. 14. 52. 8% of the respondent prefers to purchase in separate casual showroom from Ramraj. 5. These respondents are the customer of Ramraj. From the survey preference of Ramraj casual shirts by Ramraj customer is medium. 16. I find some reason from Ramraj customer for not preferring casual shirts from Ramraj through my open ended question. They are, 17. These are the reasons given by Ramraj customers for not preferring casual shirts from Ramraj. RECOMMENDATIONS 1. Ramraj should expand their market before introducing their formal shirt into market. 2. In people mind description they thought Ramraj means only for Formal shirts and cotton dhoties and inner wears. . Company should change this thought among their customer by giving more advertisement about their launch of Casual shirts. 4. Ramraj should open separate own outlet for casual shirts in Chennai and Coimbatore. 5. Ramraj should introduce new type of design which should attract youth customer and separate design for middle age customers. 6. Price of the product should be fixed according to design and quality of the product. CONCLUSION Thus by analyzing the Ramraj customer preference about casual shirts. Existing Ramraj Customers preference about casual shirt is average.

Some customers are purchasing Ramraj formal shirts only for rich look and quality. Ramraj products have good brand loyalty in Tamil Nadu. 55% of Ramraj existing customers are like to prefer casual shirts from Ramraj. So before introducing casual shirts Ramraj should change the peoples mind thought about the Ramraj product. Company should give more advertisement about their casual product. Ramraj should create brand

loyalty in casual wear product market. By introducing new type of design Ramraj can easily create youth customers and loyal customer for casual wears. QUESTIONNAIRE

A STUDY ON CUSTOMER PREFERENCE OF RAMRAJ SHIRTS IN TIRUPUR 1.

Customer age: 25-30 30-40 40-50 50 & Above 2. Occupation :

Self Employed Professional Business People Working Employee 3.

For how many years you are being the customer of Ramraj? less than 2

years For 2 years For 5 years For 10 years 4. Do you satisfy with

Ramraj formal shirts? Yes No 5. If you not satisfy with Ramraj formal

shirts what is the reason? 6. Are you satisfied with price range of Ramraj

formal shirt? Yes No 7. If Ramraj introduce casual shirts do you prefer

it? Yes No 8. If yes means, at what range of price do you like to purchase

casual shirts? Between 300-500Rs Between 500-800Rs Between

800-1200Rs At any range 9. If no means, what is the reason? 10. If you

like casual shirts of other brand how do you like it to use? for daily use

during long travelling time during shopping time for party and function

only no idea 11. Rank the following the design shirt you preferred most?

12. What type of color design shirts do you prefer? sparkling colored shirts

dark color shirts dull colored shirts no idea 13. What type of printed

design shirts do you prefer? word printed shirts image or picture

printed shirts any type of design I don't like printed design 14. How do

you prefer to purchase a casual shirt? Purchasing in companies own

outlets purchasing in other retail outlets anywhere I like 15. Do you like

to purchase a casual shirts in Ramraj owned casual wear showroom? Yes

No