A STUDY OF CUSTOMER SATISFACTION OF MAJOR FABRIC PRODUCERS OF (HIGH SPEED LOOM) BHIWANDI W.R.T MAJOR SUPPLIERS INPUTS VIZ, POLYESTER FILAMENT YARNS

Pramod A. Kadam[*]
Dr. Pradip Manjrekar[**]

ABSTRACT

The customer Satisfaction study of textile polyester market and Polyester filament yarn sector having great importance like the customer Satisfaction for other industries and challenge of other market also, especially, more suppliers in the market available and competition to each other's. It is known as customer satisfaction is important for any Industry for the present business and future business plan. Especially, it help to grow business as well as the addition of new customer base. The type of customer group available in the Bhiwandi market .like different group use the different product for the different application like men's wear fabric ladies wear fabrics and so on ….This study help to add feedback of customer on the product and service of supplier of polyester yarn .The customer satisfaction report help yarn supplier to protect the customer as per the feedback and help to improve quality of yarn and product required for the fabric manufacturing. In the textile yarn business a lot of customer or fabric manufacture base available to understand the feedback, but we have selected the region base or area base for the customer of Bhiwandi. The satisfaction base of the factor for the yarn supplier are Product , quality , price ,packing material, delivery schedule , after sales , new initiative for development ,customaries products . Quality resolution method and so on... In this study independent variables is being investigated that if any differences exist in satisfaction of the customers in the selected fabric manufacturer on high speed loom of Bhiwandi w. r. t. to major polyester filament yarn supplier in the industries. The object will help to guideline and decide the marketing strategy for suppliers.

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Keywords: *Customer Satisfaction, Polyester Filament Yarn, Product Quality, Price, Service.*

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Introduction

In today's competition conditions in textile yarn marketing as production capacity of India are growing exponentially. The factors are very much important from the supplier point of view to study before manufacturing and marketing of the products. The polyester yarn suppliers make as survey every cycle as internal analysis of study, which morally called customer satisfaction Index (CSI). Customer satisfaction questionnaire based on the major impact factors of yarn suppliers and as per the past year feedback to analysis the improvement level YOY basis in the market. Especially, in the marketing supplier need to hold the base customer or generating the new customer via marketing will be cost to company, to avoid the future cost to develop the new customer base, it is better to hold the old customer base. Customer satisfaction help to increase the customer loyalty, purchase, details of the firm impact of cost for new customer base in the competitive enterprise As a result, the positivity of the organization in the market will increase and growth of the company will increase customer base. The scope of the study is to identify if any differences exist in the perception of customer satisfaction according to the Bhiwandi polyester yarn supplier and buyer.

In the Bhiwandi textile industry having different kind of fabric manufacturing machines such as Power loom, Shuttle lessloom, water jet and Air jet loom. The high speed loom are considered as shuttles less looms as per different hardware for manufacturing for fabrics. The industry is growing and converting

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[*]   Ph.D Scholar, Singhania University, Rajasthan, India.
[**]   Senior Ph.D Guide, Singhania University, Rajasthan & Professor & Dean, DY Patil University, Navi Mumbai, Maharashtra, India.

the hardware of manufacturing machinery from old machineries called power loom or shuttle loom to high speed looms. The requirement and need of the new machineries have to be considered by the polyester yarn suppliers in Bhiwandi. There are many yarn suppliers in Bhiwandi in polyester filament yarns. e.g. Reliance Industries Ltd, Well-known Industries, Bhilosa Industries Ltd, Sanathan Industries P. Ltd, Perfect Industries Ltd Alok Industries Ltd. All name are selected of the top brand of polyester filament yarns suppliers in Bhiwandi for High Speed loom fabric manufacturing.

In today's economy all manufacturers need to pay attention how to withstand the customer in their basket the marketing team of the suppliers working on the customer perception and the satisfaction. The customer satisfaction will help for base long term customer hold in the fold .Suppliers need to connect with the buyers for understand the need of the manufacturing for better product on High speed looms. The Satisfaction of buyer plays an important role for the suppliers. Our study based on the same line w.r.t. fabric manufacture of Bhiwandi manufacturer it also supporting to the supplier to prepare a sustainable strategy in the long run.

Factors Affecting Customer Satisfaction in the Textile Industry

Customer satisfaction is really important in the textile polyester yarn as the manufacturing capacity is increased than the product requirement in the market .It help to get the feedback from the customers in a way that they can use manage and improve their business of polyester suppliers. The type of product, product quality and the product pricing in the market, buyer or customer satisfaction is the best indicator of how the business looks like in the future. Customer satisfaction helps in doing SWOT analysis that could help them to develop their business in an advance and in a systematic way. It will help marketing team to understand the competition strategy, for right decision in future to promote the product as per polyester demand in the market.

The material will go fast delivery as compared to competitors. It will help to avoid non-moving stock and financial burden in the business. Customer satisfaction helps to get the repeat orders and demand to the buyers who supply right product, competitive price and reach to high value gain over the other market suppliers. Polyester is growing in the world and Indian market, but the product selection with the machinery up gradation area from conventional to modern machines. The product selection with technical services is the main key factor for the suppliers to understand the customer satisfaction in the value addition in the business.

Literature Review

Andreas Eggert, & Alferd Wolfgang (2002) "Customer perceived value: a substitute for satisfaction in business markets?", Journal of Business & Industrial Marketing, In the recent year both researcher and practitioners are important. In the study suggested impact of perceived value and in the second model, perceived value is mediated by satisfaction. This research helps value and satisfaction and can be conceptualized and measured as two distinct.

Y. N. Rao in his book (1994) "Financing of Cotton Textile Industry in India" This study help to understand the financial condition of cotton textile Industry. The study concluded review of control of the centralized sector in the textile industry... He has clearly mentioned that the government should reduce taxes &duties on the textile industry. He stated that, the crucial problem faced by the textile industry is modernization of the industry. The government should frame the policy of the incentives for the investment in the textile manufacturing industry... He mentioned that textile industry in future is required to look for new sources of short and long term finance.

Leavened B & Susan M, (1997) In the study on Customer switching behavior in service industries, deals with the customer switching behavior. The customer behavior of switch to different supplier and the reason of the same. This research guides the reason of the customer behavior change and impact of the same on the business.

Oliver and DeSarbo (1988). Another formulation to measure customer satisfaction, widely used in recent studies, including studies utilizing the satisfaction metric, is overall or cumulative satisfaction, which is, in other words, relationship-specific. With this formulation, overall satisfaction can be viewed as a customer's overall satisfaction experiences and is gauged as the cumulative post-purchase evaluative judgment of a group of discrete purchase activities or transactions for a particular brand or firm over a duration of time Of these two formulations of customer satisfaction, overall or cumulative satisfaction has been widely used with regard to customer satisfaction and customer loyalty. Thus, this transaction-specific satisfaction formulation may be to important ant and restrictive – i.e., the transaction specific satisfaction approach has a very limited predictive power

Oliver (1999) This study help to maintains that overall satisfaction for an analysis of the satisfaction-loyalty relationship, inasmuch as the cumulative satisfaction construct is capable of aggregating or blending individual satisfaction episodes. Likewise, the overall satisfaction formulation is better at predicting consequent behaviors and economic outcomes.

Jin B. (2004) studied decrease in competitive advantage, challenges and implications in the industries in East Asian countries. He identified rise in labor cause, market instability, limited automation and computerization as features of the industry.

Pinar, M., and Trapp, P.S. (2008) in the article, "Creating help to competitive advantage of Branding and Brand Ecosystem: The Case of Turkish Cotton and Textiles" suggests the implementation of "ingredient branding" strategy help to analysis the cotton and in the different sector and marketing of product according l y in the world

Nayak, A. (2009) in his paper "Hard Times for Indian Textiles" referred to the challenges of competitiveness of the Textile market in the Indian business with different factors and study of the textile product in the world business. Marketing of the textile product is base of customer in the world who are direct buyer from the suppliers.

Ogunnaike, O. (2010) This is study of Nigerian Perceptions of local textile and customer behavior and perception of the buyer in the Kaduna State and mentioned local textile company. This study help to identify the factors affecting the customer satisfaction

Andreas Eggert, &Alfred Wolfgang (2002) "Customer perceived value: a substitute for satisfaction in business markets?" Journal of Business & Industrial Marketing, Researchers have called for an investigation the relation between customer satisfaction and value to. The perception and satisfaction are important in the customer survey help which one is important to study the customer base for future .The customer satisfaction index of each industry is important factor to analysis the customer base.

Gordon McDougall & Terrence Levesque, (2000) This research investigated the relationship between three elements relation ,quality, relational service quality and perceived value and customer satisfaction and future intentions across four services.

Roger Hallowell, (1996) this study help to understand the relationship of increased customer satisfaction on profitability. The study collected from banking sector on customer loyalty and customer satisfaction. The relationship of customer satisfaction to customer loyalty, and customer loyalty to profitability, using multiple measures of satisfaction, loyalty, and profitability.

Objectives

- There is significant increase in customer's satisfaction, if suppliers supply good quality product.
- There is significant increase in customer's satisfaction, if suppliers provide the after sales service.

Hypothesis
Hypothesis 1

- H_{01}: There is no significant increase in customer's satisfaction, if suppliers supply good quality product
- H_{11}: There is significant increase in customer's satisfaction, if suppliers supply good quality product.

Hypothesis 2

- H_{02}: There is no significant increase in customer's satisfaction, if suppliers provide the after sales service.
- H_{22}: There is significant increase in customer's satisfaction, if suppliers provide the after sales service.

Research Methodology

This contains the research methodology, technique and process used to explore the customer perception, and satisfaction on the polyester filament yarn (PFY) suppliers as a whole and more specific in the select fabric manufacturing in the selected area of Maharashtra. Sample survey method will help to test the hypothesis generated for the research study. The customers from the selected area of Maharashtra will be sample unit of 300 customers and their perception and satisfaction would be tested on the principles of Brand Image, product quality, product service, value in use of the product, product packing and delivery, supply chain, agent support, technical support from the suppliers of the Polyester Filament yarn suppliers.

Research Design

Research design is the method help for collection and analyzing required information. The research design method used in this project is descriptive. Descriptive research help to surveys and fact-finding inquiries of different kinds of factors impact on satisfaction. Descriptive research design is used where the data is collected through the questionnaire. The main assumption of the model is that satisfaction of customer about the suppliers. The survey considered the no of customer related to the concern field of research.

Data Collection

Primary data is important for any research .Primary Data were collected using the questionnaire and customer contact. The respondents were approached personally and they help to provide the real opinion on the factors affecting on the satisfaction of polyester yarn suppliers order to seek fair and frank responses on quality of service. Secondary data collected from the internet, published reports. This is a descriptive study. Data was collected through a structured questionnaire. The sample size is 30. Simple Random Sampling was used to select the samples

Data Analysis

The choice of the statistical technique to use in analyzing the data is function of the objective of the research study. The main objective is to asses and ascertains the relationship between different variables and test specific hypothesis with regards to the nature of the relationship. The study is to discriminate the customers between satisfied customers and unsatisfied customers. In addition to this the study will also look into the effect of different variables such as power loom, rapier loom, water jet loom, Air jet loom fabric manufacture and their role in customer satisfaction.
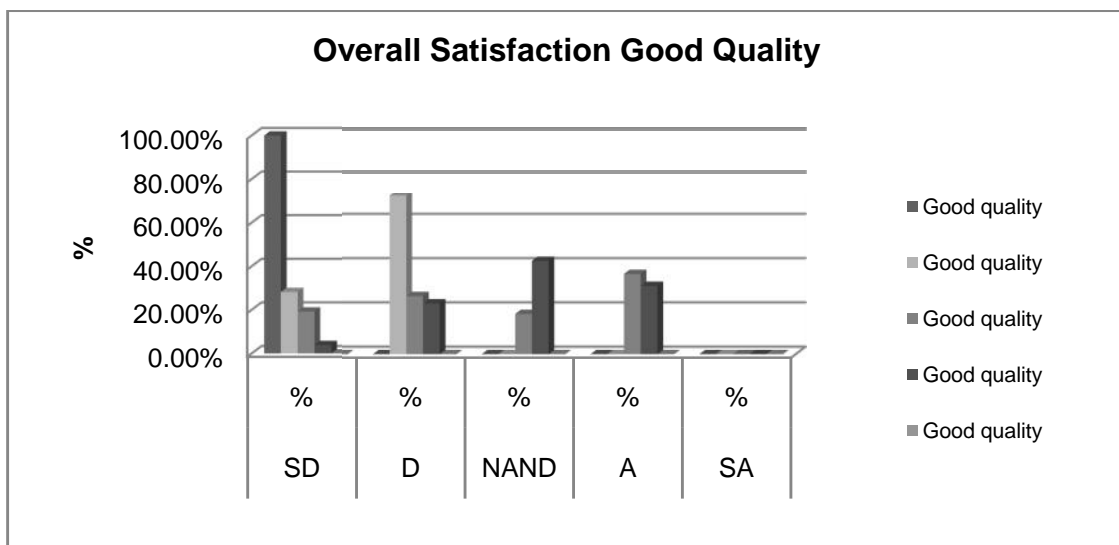
Statistical Analysis

Hypothesis 1

H_{02}:   There is no significant increase in customer's satisfaction, if suppliers supply good quality product.

H_{12}:   There is significant increase in customer's satisfaction, if suppliers supply good quality product

Basic Data Distribution

		Overall Satisfaction									
		SD		D		NAND		A		SA	
		Count	%	Count	%	Count	%	Count	%	Count	%
Good quality	SD	2	100.0%	0	.0%	0	.0%	0	.0%	0	.0%
	D	3	28.2%	8	71.8%	0	.0%	0	.0%	0	.0%
	NAND	2	19.2%	3	26.3%	2	18.2%	4	36.3%	0	.0%
	A	1	3.9%	6	23.0%	11	42.2%	8	30.9%	0	.0%
	SA	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Spearman's Rank Correlation

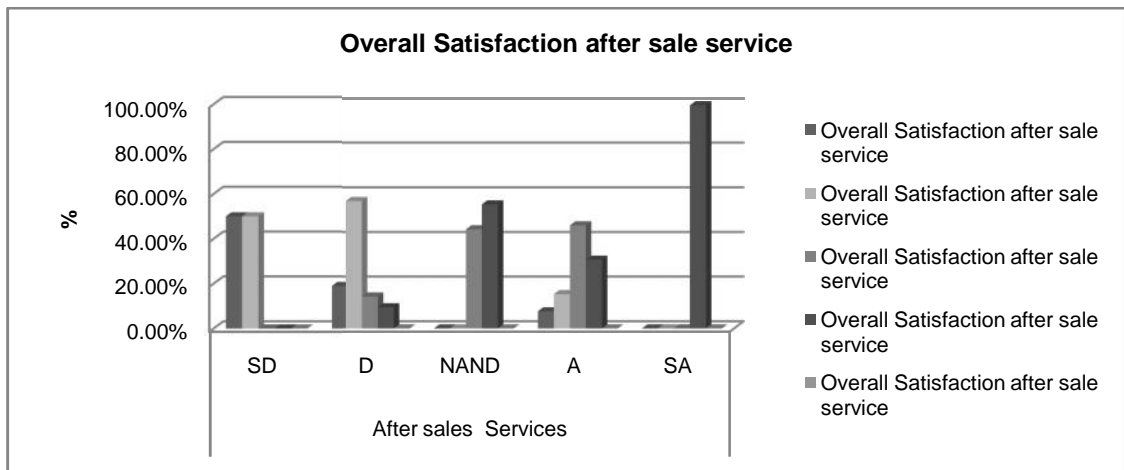|		Good quality product
Customer's Satisfaction	Correlation	.540[**]
	p-value	.000

Interpretation

As the correlation coefficient value is 0.540 i.e. positive with p-value less than that of 0.05 indicates that we should conclude that there is significant increase in customer satisfaction if suppliers supply good quality product.

Hypothesis 2

H_{03}:   There is no significant increase in customer's satisfaction, if suppliers provide the after sales service

H_{13}:   There is significant increase in customer's satisfaction, if suppliers provide the after sales service.

		Overall Satisfaction									
		SD		D		NAND		A		SA	
		Count	%	Count	%	Count	%	Count	%	Count	%
After sales	SD	3	50.0%	3	50.0%	0	.0%	0	.0%	0	.0%
Services	D	4	19.0%	12	57.1%	3	14.3%	2	9.5%	0	.0%
	NAND	0	.0%	0	.0%	4	44.4%	5	55.6%	0	.0%
	A	1	7.7%	2	15.4%	6	46.2%	4	30.8%	0	.0%
	SA	0	.0%	0	.0%	0	.0%	1	100.0%	0	.0%

Overall Satisfaction after sale service

Spearman's Rank Correlation

		Good quality product
Customer's perception	Correlation	.593**
	p-value	.000

Interpretation

As the correlation coefficient value is 0.593 i.e. positive with p-value less than that of 0.05 indicates that we should conclude that there is significant increase in customer satisfaction if suppliers provide after sales services to customer.

Conclusions

As the correlation coefficient value is 0.540 i.e. positive with p-value less than that of 0.05 indicates that we should conclude that there is significant increase in customer satisfaction, if suppliers supply good quality product. As the correlation coefficient value is 0.593 i.e. positive with p-value less than that of 0.05 indicates that we should null hypothesis and conclude that there is significant increase in customer Satisfaction, if suppliers provide after sales services to customer.

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