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## A Study On Consumer Satisfaction Towards Flair Company Products With Special Reference To Tirupur District

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### ABSTRACT

Consumer satisfaction plays a crucial role in determining the success of a brand, influencing customer loyalty and market reputation. The project entitled “A study on consumer satisfaction towards flair company products with special reference to Tirupur district” is carried out with an objective to find out the consumer. The primary objective of this study is to find overall satisfaction level of Flair Company products with special reference to Tirupur. The secondary data was collected from related websites, books, and journals. For distribution of questionnaire to the consumer convenience sampling method was used to select the consumer and survey was taken among researcher choosing the some respondents who provided detailed insights through direct interactions, helping in qualitative analysis. After collecting the data from the respondents it was analyzing using percentage method, ranking and chi-square for analyzing the collected data. To identify the factors influencing consumers to buy flair company products. This study aims to focuses on the brand image, experience, quality and services offered by Flair company products that will end up resulting in consumer loyalty from consumer pleasure are the main topics of this study. According to the study's findings, businesses with more satisfied and loyal consumer like forget to have a larger market. To know the consumer's satisfaction with the repeated purchase of particular Flair company products in Tirupur town.

**KEYWORDS:** consumer satisfaction, consumer loyalty, influencing factors and buying flair company products.

### INRODUCTION:

This study is based on consumer buying behavior on Flair products in competitive market. Consumer satisfaction plays a pivotal role in determining the success and sustainability of any business. Companies continuously strive to meet and exceed consumer expectations to build brand loyalty, improve market share, and achieve long-term growth. This study focuses on consumer satisfaction towards the products of Flair, a renowned company known for its writing instruments and stationery products. Flair has established itself as a key player in the industry, offering a wide range of innovative and affordable products catering to diverse customer needs. However, the true measure of its success lies in the perception and satisfaction of its consumers. This study seeks to evaluate consumer satisfaction with Flair products in the Tirupur district, a hub of vibrant commercial activity and a representative sample of a broader consumer base. The study aims to explore factors influencing consumer satisfaction, such as product quality, pricing, availability, brand reputation, and consumer service. By examining these factors, the research intends to provide insights into consumer behavior and preferences, helping Flair identify areas for improvement and opportunities for

growth. Furthermore, this study contributes to a deeper understanding of the relationship between consumer satisfaction and brand loyalty, emphasizing the importance of aligning product offerings with customer expectations. The findings will also provide valuable guidance for businesses operating in similar markets to enhance their competitive edge. A pen is universal for writing pen on paper; The Flair brand was launched in the year of 1976. Flair success story has 4 decades back with range of metal pens under the guidance of Mr. Khubilal jugai Rathod. Over the year of, Flair has expanded to multiple territories. Full credit goes to both Mr. Khubilal jugai Rathod & Mr. Vimalchand Jugai. Consumer satisfaction is a critical determinant of business success in today's dynamic and competitive marketplace. It reflects the extent to which a product or service meets or exceeds customer expectations. For organizations, understanding consumer satisfaction is essential as it directly impacts brand loyalty, market reputation, and profitability. This study focuses on consumer satisfaction towards the products of Flair, a leading manufacturer of writing instruments and stationery products, within the Tirupur district.

## STATEMENT OF THE PROBLEM

Consumer satisfaction is a crucial factor in determining the success and sustainability of a brand in a competitive market. Flair, a well-established company in the stationery industry, offers a range of writing instruments and office supplies. While the brand has gained popularity, it is essential to assess the level of consumer satisfaction with its products in specific regions, such as Tirupur District. Tirupur, known for its commercial and educational hubs, has a diverse consumer base with varying expectations regarding product quality, affordability, availability, and overall customer experience. However, there is a lack of systematic research on how consumers in this district perceive Flair products. Understanding customer satisfaction levels can help identify strengths and weaknesses in product offerings, service quality, and brand perception.

## OBJECTIVES OF THE STUDY

- To assess the overall satisfaction level of consumer towards flairs company products in Tirupur.
- To analyze the service rendered and consumer satisfaction through online and offline delivery process.
- To study the reasons for consumer switching to other brands.
- To identify areas of improvements in flair company products and service to enhance consumer satisfaction and suggest measures to improve consumer satisfaction.

## SCOPE OF THE STUDY

- This study explore branding and style of Flair Company products, including material used for styling, the design of packaging, and marketing strategies employed by the brand.
- This research focal on consumer preference for Flair company products and attracting relating consumers, and buying company brand image.
- This research examine the overall market for Flair company products, including market size, growth trends, and competition within the stationery industry.
- The study examines the effectiveness of the brand's current messaging and communication channels. Assess how well the brand's values and promises align with consumer expectations and explore opportunities for improvement.

## RESEARCH METHODOLOGY

### DATA SOURCE

#### PRIMARY DATA

The primary data was collected through observation, direct interview with the Officials. Questionnaire with stratified sample of 100 respondents have been taken for carrying out the study. The main merits of this method are that subjective bias is eliminated, if observation is done accurately.

#### SECONDARY DATA

The secondary data that means already available sources were collected from the officials' websites, magazines, journals, reports and other document. Secondary data may be either published or unpublished data. Researcher must be very careful to handle in secondary data.

#### SAMPLE DESIGN

The sample design is the discovers plan for obtaining a sample design from a given population and researcher chose non probabilistic sampling is that the population has being included in the sample convenient sample technique was used to collect data from respondents.

#### TOOLS FOR ANALYSIS

- Ranking Analysis
- Chi-Square

#### REVIEW OF LITERATURE

**Sneha Mali (2024)<sup>1</sup>** - This journal titled "North America Scientific Calculator Market report at 2025": she defines from the period 2019 to till market size. North America has witnessed substantial growth in the Scientific Calculator Market. The increase in emerging regions with a significant quarterly percentage market share increased. Also, she explains restraints, current trends, opportunities, and more encouraging free market samples.

**Daria klunnichkina (2024)<sup>2</sup>** – This Article titled "The Impact of Red Marking: Psychological Effects on Students' Mental Well-being: the researcher studies about the distributed people category of female and male from various majors in AI Dhahirah region of the Sultanates of Oman. And, she finds psychological states, self-esteem and an instructor to consider the learner's emotions and preference for using a red pen in marking exam papers.

**Anand Kumar Pandey (2023)<sup>3</sup>** - This project titled "Scientific Calculator" he discovers most of the calculators works basic functions : addition, subtraction, multiplication and division, often also the square root and this project more entrusted scientific calculator uses functions of trigonometric, some statistical tools in mathematical reasoning. He finds it more useful for learners.

**Adila sosianika (2023)<sup>4</sup>** – This Article is "The Role of Scientific Calculators in Improving Statistics Learning". She defines business statistics, used several types of technology to facilitate the learning process for students. In this research, they have mostly used this scientific calculator for the purpose of increasing the average value, a simple linear regression group of students. It is simplifies work overload for learners. She represents the table descriptive status.

**DATA ANALYSIS AND INTERPRETATION****RANKING ANALYSIS**

<b>FLAIR PRODUCTS</b>	<b>1<sup>st</sup> RANK</b>	<b>2<sup>nd</sup> RANK</b>	<b>3<sup>rd</sup> RANK</b>	<b>4<sup>th</sup> RANK</b>	<b>5<sup>th</sup> RANK</b>	<b>TOTAL</b>	<b>RANK</b>
Pens	340	96	6	16	3	441	1
Notebooks	205	72	102	14	5	398	2
Markers	130	200	51	14	0	395	3
Highlights	172	108	39	42	4	368	4
Others	105	88	51	18	2	264	5

**INTERPRETATION**

The above table shows that the reason for selection of Flair company products. Out of 100, majority of the respondents were given first rank pens, second rank to notebooks, third rank to markers, fourth rank to highlights and fifth rank to others.

- Hence, Majority of the respondent's preferences of the people were given first rank to pens.

**CHI-SQUARE ANALYSIS**

There is no significant relationship between Qualification of the respondent and rate the quality Flair company products.

<b>S.No</b>	<b>QUALIFICATION OF THE RESPONDENTS</b>	<b>RATE THE QUALITY OF FLAIR COMPANY PRODUCTS</b>				<b>TOTAL</b>	<b>PERCENTAGE</b>
		<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>		
1	High school	17	0	0	0	17	17%
2	Under graduate	23	0	0	0	23	23%
3	Graduate	19	1	0	0	20	19%
4	Post graduate	30	10	0	0	40	30%
<b>Total</b>		<b>89</b>	<b>11</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>100%</b>

Calculated Chi-Square value : 13.687  
 Table value : 16.919  
 Degree of Freedom : 9  
 Result : Accepted

- The computed Chi-Square value of 13.687 is lower than the critical table value of 16.919; therefore, the null hypothesis is accepted at the 5% significance level. This indicates that a relationship exists between the qualifications of the respondents and their ratings of the quality of Flair company products.

**SUGGESTIONS**

- The availability of Flair products is very limited and the flair company cannot attract more consumers, so it should be improved.
- Some of the respondents expect buy 1 get 1 offers for Flair company products.

- Marketer can concentrate more on price and quality of Flair company products.
- It is suggest that Flair company product merchant can concentrate more promotion and can improve more advertisement.

## CONCLUSION

The finding of this study shows that overall satisfaction level and response collected from end of the user or consumer and explores flair product quality, pricing, customer service and develops technological advancement in digital commerce but more of responders buying through the stationery. In the flair achievements have retaining consumers because of needs, watching the consumer preference.

