

CUSTOMER SATISFACTION TOWARDS FAZYO PRODUCTS WITH REFERENCE TO COLLEGE STUDENTS

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Abstract:- The study aims to analyze the customer satisfaction towards Fazyo products with reference to college students. The questionnaires were distributed to 60 respondents and taken 47 samples for this study. The findings of the study are some customers say that Fazyo products are reasonably priced and having good quality. Others say that the quality is not great and that the clothes shrink and fade after a few washes. Some customers say that Fazyo products has a large collection of clothing for women and men, and that the collection changes with the trends.

Key words:- Fazyo, Purchase, Perception, selection

1) Introduction

FAZYO is a budget-friendly, style-forward fashion label catering to men, women, and kids. FAZYO is a homegrown Indian fashion brand launched in 2023 by Kalyan Silks, one of the most renowned textile and retail chains in South India. It was created to meet the growing demand for trendy, everyday wear that's affordable and expressive targeting a youthful audience from ages 5 to 40. FAZYO is a fast-fashion retail brand launched by Kalyan Silks, one of South India's oldest and most trusted names in the textile and clothing industry. FAZYO is designed to cater to the modern, youthful, and style-conscious crowd looking for affordable yet trendy fashion.

2) Objectives of the study

- To analyze the satisfaction level of college students
- To know the factors which influence the most while choosing Fazyo products
- To study the customer perception towards Fazyo products
- To know what are the factors they prefer while purchasing Fazyo.

3) Limitations of the study

- Findings are based on the information given by the respondents.
- The study is mainly based on the primary data therefore, the validity of the data depends on the responses by the respondents.
- Some of the respondents skipped the questions and that data can't be taken for the study.
- Respondents may not be ready to give accurate data.

4) Research Methodology

The data required for the study were collected from both the primary sources and secondary sources. The primary data has been collected by using the pre-defined well-structured questionnaire. Totally 60 samples were collected whereas 13 are rejected. The

various statistical tools applied to analyze the primary data are Percentage analysis and Ranking. In order to interpret the data to arrive at findings from the study, for effective analysis and easy understanding, the data were tabulated. The secondary data were collected from the published journals, books and websites. Descriptive research is conducted to describe a situation.

5) Analysis and Interpretation

Table 1:-Analysis of various characteristics of the respondents

S.No	Characteristics	Sub Categories	%
1	Age	18 – 25	63.8
		26 – 35	23.4
		Above 35	30
2	Monthly family income	10000 – 20000	30.4
		20001 – 30000	41.3
		30001 – 40000	10.9
		Above 40000	17.4
3	How often do you purchase from Fazyo?	Rarely	10.7
		Frequently	48.9
		Very Frequently	40.4
		Do not shop	0
4	What attracts you to visit Fazyo instead of other shops?	Low price	61.7
		Convenient	26
		Variety of products	8.5
		Other	3.8
5	What type of products do you usually purchase from Fazyo?	Clothing	53.2
		Footwear	36.2
		Other accessories	10.6
6	Motivates to purchase the Fazyo products	Variety of products	22.9
		To be Stylish	43.5
		To be Trendy	32.6
7	Recommend Fazyo brand depending on your past experience	Yes	68.1
		No	10.6
		May be	21.3
8	Overall satisfaction towards Fazyo products used	Highly satisfied	61.7
		Satisfied	27.7
		Moderately satisfied	10.6
		Dissatisfied	0
		Highly dissatisfied	0

Interpretation:-

From the above table it is easy to identify that out of 47 respondents 63.8% of respondents are under the age group of 18 – 25, , 41.3% of respondents have monthly income of Rs 20001 to 30000, 48.9 % of respondents buy Fazyo products frequently, 61.7% are attracted by low prices, 42.6% respondents are purchasing cloths, 43.5% of the respondents are motivated to purchase Fazyo products to be stylish, 68.1% are recommended other to purchase Fazyo products and 61.7% of the respondents are satisfied with the Fazyo products that they are used.

Table 2: -Showing the factors influencing your purchase from Fazyo are given below

Factors for using Fazyo products	Percentage	Rank
Convenience	25	4
Quality of product	20	5
Price of the product	46	1
Staff services	14	6
Variety/range (size) available	34	2
Discounts and offers	26	3

From the above table it is very clear that the respondents are mostly influenced with price of the product and followed by variety, range, discount and offers, convenience, quality of the product and staff services.

6) Conclusion

It is to be concluded that the respondents are that the respondents are mostly influenced with price of the product, to be stylish and also variety of products are available like cosmetics, footwears Mostly they recommend others to purchase Fazyo products because they are satisfied with the brand that they are used.

References: -

https://www.google.com/search?q=about+fazyo&sca_esv