

A Study on Customer Perception Towards Chandra Prakash Silk Industries.

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Abstract

Customer perception is a critical determinant of long-term success in the silk and textile industry. This descriptive study examines customer perception towards Chandra Prakash Silk Industries, with particular emphasis on product quality, pricing, product variety, design, customer service, and brand image. Primary data were collected from 120 customers through a structured five-point Likert-scale questionnaire. Secondary data were drawn from company records, industry reports, and academic journals. The data were analysed using frequency distribution, percentage analysis, mean score analysis, weighted average ranking, and a chi-square test of independence.

The findings reveal that customers hold a generally favourable perception of the company. Product quality and brand image emerged as the strongest dimensions, while pricing was identified as the relative area of concern. The chi-square test found no statistically significant association between income level and overall satisfaction ($\chi^2 = 8.805$, $df = 6$, $p = 0.185$), confirming that satisfaction is driven by product and service quality rather than purchasing power. Based on these findings, the study offers actionable recommendations for pricing strategy, service improvement, and brand-building initiatives.

Keywords: Customer Perception, Silk Industry, Product Quality, Brand Image, Customer Satisfaction, Consumer Behaviour, Textile Retail

Chapter 1: Introduction

1.1 Background of the Study

Customer perception — the process by which individuals interpret a company's products, services, and overall brand identity — is shaped by a composite of quality, price, design, trust, and service interactions. Positive perception drives customer satisfaction, repeat purchase behaviour, and favourable word-of-mouth, while negative perception can erode brand equity and market share even when objective product attributes remain unchanged.

The Indian silk industry is globally recognised for its heritage, craftsmanship, and cultural significance. India ranks as the second-largest producer of silk worldwide and is unique in producing all four commercially viable silk varieties: Mulberry, Tasar, Eri, and Muga. The industry supports millions of livelihoods across sericulture, reeling, weaving, trading, and retailing.

Karnataka, Tamil Nadu, Andhra Pradesh, West Bengal, and Assam constitute the major silk-producing states, with Karnataka — home to Mysuru and Ramanagara — leading in mulberry raw silk production.

In this competitive and tradition-rich environment, small and medium silk enterprises must understand how customers perceive their offerings to allocate resources effectively and sustain market position. Chandra Prakash Silk Industries operates within this sector, serving a diverse customer base with a range of silk products. This study systematically assesses how customers perceive the company across key dimensions to inform its marketing strategy and customer relationship management.

1.2 Statement of the Problem

Many small and medium silk enterprises do not conduct structured assessments of customer perception, relying instead on informal feedback or anecdotal evidence. This

lack of systematic evaluation increases the risk of resource misallocation, missed market opportunities, and gradual loss of competitive ground. Despite the importance of customer perception in the textile sector, organisation-specific studies in the silk segment remain limited. This study addresses this gap by providing a data-driven evaluation of how customers perceive Chandra Prakash Silk Industries and identifying which factors most strongly shape that perception.

1.3 Research Objectives

Primary Objective

To study customer perception towards Chandra Prakash Silk Industries.

Secondary Objectives

1. To evaluate customer satisfaction on product quality, pricing, product variety, and service.
2. To identify factors most strongly influencing customer purchasing decisions.
3. To examine whether satisfaction varies significantly across income groups.
4. To provide evidence-based suggestions to improve customer satisfaction and brand image.

1.4 Scope and Limitations

The study covers 120 customers of Chandra Prakash Silk Industries and examines six core dimensions: product quality, pricing, product variety and design, customer service, brand image, and overall satisfaction. The scope is geographically and temporally limited to customers accessible during the research period; findings therefore reflect the characteristics of this sample and the conditions prevailing at the time of the cross-sectional survey.

Chapter 2: Industry Profile

2.1 Global and Indian Silk Industry

Silk is a premium natural fibre valued globally for its lustre, strength, and comfort. China remains the largest producer of silk, accounting for the majority of global output, while India holds a close second position. India's distinction lies in being the only country to produce all four commercial silk varieties:

Mulberry Silk — the most widely produced variety, cultivated primarily in Karnataka, Tamil Nadu, and Andhra Pradesh.

Tasar Silk — a wild silk variety produced in states such as Jharkhand, Chhattisgarh, and Odisha.

Eri Silk — known for its thermal properties and peace-silk production process, cultivated predominantly in Assam and neighbouring states.

Muga Silk — an exclusive golden silk native to Assam, prized for its natural sheen and durability.

The Indian silk industry supports millions of livelihoods across sericulture farming, reeling, weaving, dyeing, trading, and retailing. The sector is supported by the Central Silk Board (CSB) under the Ministry of Textiles, which implements schemes focused on technology upgradation, quality certification, and market linkage. Government initiatives such as the Silk Samagra scheme aim to improve productivity, reduce import dependency, and enhance the competitiveness of Indian silk in domestic and export markets.

2.2 Key Challenges and Opportunities

Challenges

Raw silk price volatility due to dependence on imports and fluctuating cocoon prices.

Competition from synthetic and blended fabrics that offer lower price points.

Fragmented supply chains that limit economies of scale and quality consistency.

Changing consumer preferences towards fast fashion and western wear.

Limited branding and digital presence among traditional silk retailers.

Opportunities

Growing export demand for certified organic and sustainable silk products.

Expansion of market reach through e-commerce and social commerce platforms.

Rising consumer interest in handloom and sustainable textiles.

Product diversification into home furnishings, fashion accessories, and fusion wear.

Government support for cluster development and export promotion.

2.3 Importance of Customer Perception in Textiles

In a sector driven by tradition, occasion, and emotion, customer perception is central to brand preference, purchase decisions, satisfaction, and retention. Silk purchases are often occasion-driven — weddings, festivals, and ceremonies — and carry significant emotional and cultural weight. Customers therefore evaluate products not only on functional attributes but also on authenticity, trust, and the overall buying experience. Silk businesses that actively track and respond to customer perception are better positioned to differentiate themselves, command price premiums, and maintain competitiveness in an evolving market.

Chapter 3: Company Profile

3.1 About Chandra Prakash Silk Industries

Chandra Prakash Silk Industries is engaged in the manufacturing and trading of silk products, offering a diverse portfolio that includes traditional and contemporary silk sarees, silk dress materials, fabrics, and silk blends. The company serves a varied customer base ranging from individual retail consumers to bulk buyers, operating within the competitive Karnataka silk market. Over the years, the company has built its market presence on a foundation of product quality, customer relationships, and a commitment to preserving traditional silk craftsmanship.

3.2 Vision, Mission, and Product Range

Vision

To be a trusted and respected name in the Indian silk industry, recognised for quality, authenticity, and customer satisfaction.

Mission

To offer high-quality silk products at fair and transparent prices while preserving traditional silk craftsmanship and adapting to contemporary design preferences.

Product Range

Traditional silk sarees (Kanjeepuram, Mysore silk, and regional variants)

Contemporary and designer silk sarees

Silk dress materials and unstitched fabrics

Silk blends and mixed-fibre textiles

Custom and bulk-order silk products

The company operates through a combination of physical retail presence and emerging digital channels, catering to both local customers and buyers from neighbouring regions.

Chapter 4: Literature Review

A review of existing literature reveals substantial research on customer perception, satisfaction, and buying behaviour in the textile and retail sectors. However, organisation-specific studies focused on the silk segment remain limited. The following studies provide the theoretical and empirical context for this research.

Rathore and Sharma (2022) examined factors shaping customer perception in textile retail through a descriptive study of 150 customers. Using percentage analysis and mean score ranking, they found that product quality and pricing were the most significant determinants of customer perception. The study, however, did not examine the silk segment specifically, nor did it address the role of brand image in customer decision-making.

Verma (2021) investigated the satisfaction–loyalty link in apparel retail through a survey of 200 respondents, employing correlation and regression analysis. The findings indicated that service quality mediates the relationship between satisfaction and loyalty. The study's limitation lies in its general apparel context; sector-specific silk factors such as occasion-driven purchase and cultural significance were not addressed.

Patel and Desai (2023) conducted a descriptive study on consumer buying behaviour for silk sarees, surveying 120 respondents and applying frequency analysis. They found that silk purchases are predominantly occasion-driven, with design and craftsmanship valued over price considerations. The study did not explore the role of after-sales service or long-term customer retention.

Iyer (2020) examined brand image and customer preference in the textile sector through a survey of 180 respondents, using weighted average ranking. Brand trust and reputation were found to rank above price in influencing customer preference. The study did not

analyse differences by demographic segments such as income or occupation.

Reddy and Nair (2021) studied product quality and customer retention in textile retail through a cross-sectional survey of 160 respondents, employing a chi-square test. The findings confirmed a significant association between perceived quality and customer retention. The study did not model pricing perception or its interaction with quality.

Singh (2022) applied the SERVQUAL framework to examine service quality dimensions and customer satisfaction among 140 textile customers. Responsiveness and staff courtesy were identified as the strongest drivers of satisfaction. The study did not examine the combined effect of product and service quality on overall perception.

Khan and Gupta (2023) investigated pricing perception and value for money in fashion retail, surveying 130 respondents using a Likert-scale instrument. While quality was valued above price overall, price sensitivity was notably higher among lower-income segments. The study did not formally test the interaction between income and satisfaction.

Mehta (2020) examined customer perception across demographic variables through a survey of 175 retail customers, applying a chi-square test. No significant association was found between income level and overall satisfaction. The study was conducted in a general retail context, and silk-specific factors were not examined.

Research Gap

Existing literature provides valuable insights into customer perception in textile and apparel retail. However, organisation-specific studies that examine customer perception in the silk segment — combining multi-dimensional satisfaction analysis with demographic testing — remain scarce. This study addresses that gap by providing a structured, data-driven evaluation of customer perception specific to Chandra Prakash Silk Industries.

Chapter 5: Research Methodology

5.1 Research Design and Approach

Research Design	Descriptive research design
Research Approach	Quantitative
Nature of Study	Cross-sectional
Population	All customers of Chandra Prakash Silk Industries
Sampling Method	Convenience sampling
Sample Size	120 customers
Research Instrument	Structured questionnaire — Five-Point Likert Scale (Strongly Agree = 5 to Strongly Disagree = 1)
Primary Data	Structured questionnaire administered directly to customers at the retail outlet
Secondary Data	Company records, industry reports, academic journals, government publications, and Central Silk Board reports

5.2 Variables of the Study

Independent Variables:

Product Quality

Pricing

Product Variety

Design and Innovation

Customer Service

Brand Image

Availability

Dependent Variable:

Customer Perception — operationalised through overall satisfaction, repurchase intention, and likelihood of recommendation.

5.3 Hypothesis

H₀: There is no significant association between customers' income level and their overall satisfaction with Chandra Prakash Silk Industries.

H₁: There is a significant association between customers' income level and their overall satisfaction with Chandra Prakash Silk Industries.

5.4 Data Analysis Techniques

The following analytical techniques were employed: frequency distribution for demographic profiling; percentage analysis for summarising response distributions; mean score analysis for assessing satisfaction levels per construct; weighted average ranking for identifying factor importance; chi-square test of independence for hypothesis testing; and tabular and graphical presentation for clear communication of findings.

Chapter 6: Data Analysis and Interpretation

Primary data were collected from 120 customers of Chandra Prakash Silk Industries through direct administration of a structured questionnaire. The following sections present the demographic profile, mean score analysis, weighted average ranking, and hypothesis testing.

6.1 Demographic Profile of Respondents

Table 6.1: Age and Gender Distribution

Age Group	Respondents	Percentage
Below 25 years	28	23.3%
25–35 years	46	38.3%
35–45 years	32	26.7%
Above 45 years	14	11.7%
Total	120	100%

Table 6.1 (continued): Gender Distribution

Gender	Respondents	Percentage
Male	54	45.0%
Female	66	55.0%
Total	120	100%

Table 6.2: Occupation and Income Distribution

Occupation	Number	Percentage
Business / Self-employed	22	18.3%
Private / Salaried	48	40.0%
Government Employee	18	15.0%
Homemaker	20	16.7%
Student	12	10.0%
Total	120	100%

Table 6.2 (continued): Income Distribution

Monthly Income	Number	Percentage
Below ₹25,000	20	16.7%
₹25,000 – ₹50,000	38	31.7%
₹50,000 – ₹75,000	34	28.3%
Above ₹75,000	28	23.3%
Total	120	100%

Interpretation

The majority of respondents (38.3%) are aged 25–35 years, indicating that the company's customer base skews towards younger and middle-aged adults. Female respondents constitute 55% of the sample, consistent with women's dominant role in silk purchase decisions in Indian households. Private and salaried employees form

the largest occupational group (40%), while 60% of respondents fall within the ₹25,000–₹75,000 monthly income bracket, reflecting a predominantly middle-income customer base. Most customers reported purchasing on a half-yearly (33.3%) or quarterly (30%) basis, confirming the occasion-driven nature of silk buying behaviour.

6.2 Mean Score Analysis by Construct

Table 6.3: Mean Scores for All Constructs

S.No.	Construct / Statement	Mean	Std. Dev.	Level
	Product Quality			
1	The silk products offered are of high quality.	3.99	0.91	High
2	The products meet my expectations.	3.83	0.96	High
	Pricing			
3	The pricing of products is reasonable.	3.35	1.10	Moderate
4	The products provide value for money.	3.62	1.01	Moderate
	Product Variety & Design			
5	The company offers a wide range of products.	3.68	0.99	Moderate
6	The product designs are attractive and innovative.	3.85	0.94	High
	Customer Service			

7	Employees provide prompt service.	3.55	1.04	Moderate
8	Staff behaviour is courteous and professional.	3.78	0.97	High
	Brand Image			
9	The company has a positive reputation.	3.92	0.88	High
10	I trust the brand's products.	3.82	0.93	High
	Overall Satisfaction			
11	I am satisfied with my overall purchase experience.	3.80	0.95	High
12	I would recommend the company to others.	3.68	1.00	Moderate
13	I intend to purchase products again in the future.	3.85	0.92	High

Interpretation

Product Quality (average mean = 3.91) and Brand Image (average mean = 3.87) are the highest-rated constructs, indicating strong customer confidence in the company's core offerings and reputation. Pricing (average mean = 3.49) is the lowest-scoring construct, representing the primary relative area of concern. Customer Service (average mean = 3.67) and Product Variety/Design (average mean = 3.77) score moderately, with staff courtesy rated higher than service promptness. Overall

satisfaction is consistently favourable (average mean = 3.78), with repurchase intention (3.85) emerging as the highest-scoring satisfaction indicator.

6.3 Weighted Average Ranking of Influencing Factors

Table 6.4: Weighted Average Ranking

S.No.	Factor	Weighted Avg. Score	Rank
1	Product Quality	5.8	I
2	Brand Image	5.2	II
3	Customer Service	4.6	III
4	Design / Innovation	4.1	IV
5	Product Variety	3.7	V
6	Pricing	3.3	VI
7	Availability	2.3	VII

Interpretation

Product Quality (weighted average = 5.8) and Brand Image (5.2) are the dominant drivers of customer perception towards Chandra Prakash Silk Industries. Although Pricing ranks sixth, it remains a concern given its lower mean score in the construct analysis. Availability is ranked as the least influential factor, indicating that customers generally find the company's products accessible when they choose to purchase.

6.4 Chi-Square Test: Income Level vs. Overall Satisfaction

Table 6.5: Observed Frequencies (Cross-Tabulation)

Income Level	Low Satisfaction	Medium Satisfaction	High Satisfaction	Total
Below ₹25,000	8	8	4	20

₹25,000 – ₹50,000	10	18	10	38
₹50,000 – ₹75,000	6	14	14	34
Above ₹75,000	4	10	14	28
Total	28	50	42	120

Table 6.6: Chi-Square Test Results

Statistic	Value
Calculated Chi-Square (χ^2)	8.805
Degrees of Freedom (df)	6
Table Value at 5% Significance Level	12.592
p-value (approx.)	0.185
Result	H_0 Accepted — Not Significant ($p > 0.05$)

Interpretation

Since the calculated chi-square value (8.805) is less than the critical table value (12.592) at the 5% level of significance, the null hypothesis (H_0) is accepted. There is no statistically significant association between customers' income level and their overall satisfaction with Chandra Prakash Silk Industries. This finding indicates that customer satisfaction is driven by product quality and service factors rather than purchasing power, suggesting that the company's value proposition resonates consistently across all income segments.

Chapter 7: Findings, Suggestions, and Conclusion

7.1 Key Findings

Demographic Findings

The majority of customers (38.3%) are aged 25–35 years; female respondents constitute 55% of the sample, reflecting women's primary role in household silk purchases.

Private and salaried employees form 40% of the customer base; 60% of respondents fall within the ₹25,000–₹75,000 income bracket, indicating a middle-income customer profile.

Most purchases occur on a half-yearly or quarterly basis, confirming the occasion-driven nature of silk buying.

Customer Perception Findings

Product Quality (average mean = 3.91) and Brand Image (average mean = 3.87) are the highest-scoring constructs, indicating strong customer confidence in the company's offerings and reputation.

Pricing (average mean = 3.49) is the lowest-scoring construct and the primary relative area of concern.

Product Variety/Design (average mean = 3.77) and Customer Service (average mean = 3.67) are moderately favourable; staff courtesy is rated higher than service promptness.

Overall satisfaction (average mean = 3.78) is consistently positive; repurchase intention (3.85) is the highest-scoring satisfaction indicator.

Weighted average ranking confirms Product Quality (Rank I) and Brand Image (Rank II) as the dominant drivers; Availability (Rank VII) is the least influential factor.

Chi-square test result: $\chi^2 = 8.805$, $df = 6$, $p = 0.185$. H_0 is accepted. No significant association exists between income level and overall satisfaction.

7.2 Suggestions and Recommendations

Based on the findings, the following recommendations are proposed for Chandra Prakash Silk Industries:

Pricing Strategy — Introduce tiered product lines or value-for-money options to address the relatively low satisfaction scores in the pricing dimension. Consider

transparent pricing communication and occasional promotional offerings to enhance perceived value.

Design Innovation — Launch new collections regularly to sustain and build on the already-high appreciation for design and craftsmanship. Collaboration with designers or introduction of limited-edition lines can strengthen differentiation.

Service Speed — Invest in staff training focused on response times, checkout efficiency, and query resolution to complement the already well-rated courteous behaviour of employees.

Loyalty Programmes — Implement customer reward or repeat-purchase schemes to convert high repurchase intention into active brand advocacy and measurable retention.

Digital Presence — Strengthen social media and e-commerce visibility to reach younger and wider customer segments while leveraging the company's strong brand reputation. Digital channels can also support year-round engagement beyond the traditional festive buying cycle.

Feedback Systems — Conduct regular structured surveys to monitor perception changes, detect emerging concerns early, and measure the impact of improvement initiatives.

Marketing Communication — Since satisfaction is consistent across income groups, marketing need not be segmented by income. Instead, all communications should consistently emphasise quality, authenticity, and brand trust.

7.3 Conclusion

Customer perception is a key determinant of success in the silk and textile industry. This study systematically evaluated customer perception towards Chandra Prakash Silk Industries across six dimensions — product quality, pricing, product variety, design, customer service, and brand image — drawing on responses from 120 customers. The findings confirm that the company enjoys a generally favourable market perception, with product quality and brand image as its strongest assets, while pricing represents the primary area for improvement.

The chi-square analysis demonstrated that satisfaction is not significantly influenced by income level, signalling that the company's value proposition resonates broadly across its customer base. By continuing to invest in product quality, addressing pricing concerns through

thoughtful strategy, enhancing service responsiveness, and leveraging its strong brand reputation through digital channels, Chandra Prakash Silk Industries can deepen customer loyalty, strengthen competitive positioning, and achieve sustainable growth within India's tradition-rich silk industry.

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