

A STUDY ON CUSTOMER SATISFACTION TOWARDS CHRISTY FRIEDGRAM INDUSTRY WITH REFERENCE TO TIRUCHENGODE TOWN

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ABSTRACT

In this paper, we study customer satisfaction in short food supply chains. Specifically, we address how elements of the marketing mix of short food supply chains drive customer satisfaction. Our empirical work is based on a survey adopting a method known as the multi criteria satisfaction analysis. Our results show that the process of sales and the producers are the most important marketing mix elements and receive strong indications of customer satisfaction, thus offering a competitive advantage for short food supply chains. Pricing, place, purchase environment, and promotion can be described as potential threats to short food supply chains. Finally, the product is rated as low in importance but high in satisfaction, which suggests that consumers take its premium quality for granted. Our results suggest that emphasis should be placed on the processes of sales and producers.

1. INTRODUCTION

Customer satisfaction (often abbreviated as CSAT) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." Customers play an important role and are essential in keeping a product or service relevant; it is, therefore, in the best interest of the business to ensure customer satisfaction and build customer loyalty.

The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and measures that appear in Marketing Metrics as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses. Customer satisfaction is viewed as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a major differentiator and increasingly has become an important element of business strategy.

2. OBJECTIVES OF THE STUDY

- To analysis a user's satisfaction towards Christy food product Tiruchengode town.
- To know the advertisement effectiveness of the Christy food product.
- To find out the level of customer preference regarding price of the product and usage quality.
- To study the socio-economic of the respondents.
- To offer a suitable suggestion for better improvement of product

3. NEED OF THE STUDY

- This study covers the user's satisfaction in Christy food Product in Tiruchengode town.
- To know the customer view about the price, quality, coverage, services, and availability of the product
- The study deals with respondent's level of preference and expectation.
- This study helpful to know how stimulating customers is purchasing the product.

4. CUSTOMER SATISFACTION

4.1 Definition Of Customer Satisfaction:

Philip Kotler defines customer satisfaction as a 'person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations'. Although Kotler uses abstract terms like pleasure and disappointment, the definition is by no means ambiguous.

4.2 Meaning Of Customer Satisfaction:

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

4.3 Customer Satisfaction Explanation:

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

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"Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability.

Here are the top six reasons why customer satisfaction is so important:

- It is a leading indicator of consumer repurchases intentions and loyalty
- It is point of differentiation
- It reduces customer churn
- It increases customer lifetime value
- It reduces negative word of mouth
- It is cheaper to retain customers than acquire new ones.

Principles of good customer service

The key to good customer service is building good relationships with your customers. Thanking the customer and promoting a positive, helpful and friendly environment will ensure they leave with a great impression. A happy customer will return often and is likely to spend more.

To ensure you provide the best customer service:

- Know what your customers consider to be good customer service
- Take the time to find out customers' expectations
- Follow up on both positive and negative feedback you receive
- Ensure that you consider customer service in all aspects of your business

Continuously look for ways to improve the level of customer service you deliver

5. RESEARCH METHODOLOGY

Research Methodology is way to systematically solve the research problem. It is a plan of action for a research project and explains in detail how data are collected and analysed. Research Methodology may be understood as a science of studying how research is done scientifically. It can cover a wide range of studies from simple description and investigation to the construction of sophisticated experiment.

A clear objective provides the basis of design of the project. Since the main objective of this study is to identify the brand awareness. It was decided to use descriptive research design include, surveys and fact-finding enquires of different kinds, which found out to be the most suitable design in order to carry out the project.

This study assumes the characteristics of descriptive. The study is based on primary data collection. The secondary data was collected from the articles, journals, newspaper and websites. The sample size comprises of different types of consumer who are potential users of Honda Two Wheeler like employees, students, and professional etc.

5.1 Research Design:

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data. Present study is an analytical and descriptive in nature and based on empirical study. The data was collected from both primary and secondary sources. The primary source of data is respondents concerned and collected by using a predefined questionnaire. The secondary sources include books, articles, periodicals, newspapers, various reports, websites etc.

5.2 Descriptive Research:

Descriptive research design is one that simply describes something such as demographic characteristic of customers who use the products. The descriptive study is typically concerned with determining the frequency with which something occurs. This study is typically guided by an initial hypothesis.

Descriptive research design is used for this study. It describes the state of affairs as it exists at present. Descriptive research includes surveyors' and fact-finding inquiries of different kinds.

6. TYPES OF DATA USED

6.1 Primary Data:

Primary data are those, which are collected freshly and thus happen to the original in character. Primary data were collected through structured questionnaire. Questionnaires were distributed to respondents directly to collect the information from them directly.

6.2 Secondary Data:

Secondary data means already collected information like website, journals, magazine, newspaper, and books. I have used in secondary data are website and books.

7. DATA COLLECTION TOOL

Questionnaire:

There are four types of questionnaire design in which, we here adopted the structured undisguised questionnaire questions are presented in exactly the same words in the same order to all respondents. In this survey, in order to meet the objectives of the, primary and secondary data are collected.

Sample:

The selected respondents constitute what is technically called a "sample". The group consisting of these is known as "sample".

Sampling Techniques:

A research design is purely and simply basic framework or plan for a study that guides the collection of data and analysis of the data. In customer surveys, I adopted descriptive research design in collecting and analysis of the data.

The sampling method adopted for this study was simple random samplings. Simple random sampling (sometimes known as grab or opportunity samplings) is the method of choosing items in an structured manner from the population frame. Though almost impossible to treat meticulously, it is the method most commonly employed in many practical situations.

Sampling Design:

Sampling design is to clearly define set of objective, technically called the universe to be studied. Sampling technique used is simple random sampling method.

Sample Size:

A sample of 100 respondents was taken for the study. Sample size refers to the number of items selected from the universe to constitute and sample should neither be excessive large, nor too small. It has to be optimum.

Sample Area:

The survey conducted in CHRISTY FRIEDGRAM INDUSTRY.

Tools For Analysis:

To arrange and interpret the collected data the following statistical tool were used.

- Simple Percentage analysis

Simple Percentage Analysis:

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the respondent. In this tool various percentages are identified in the analysis and they are presented by the way of Bar Diagrams in order to have better understanding of the analysis.

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

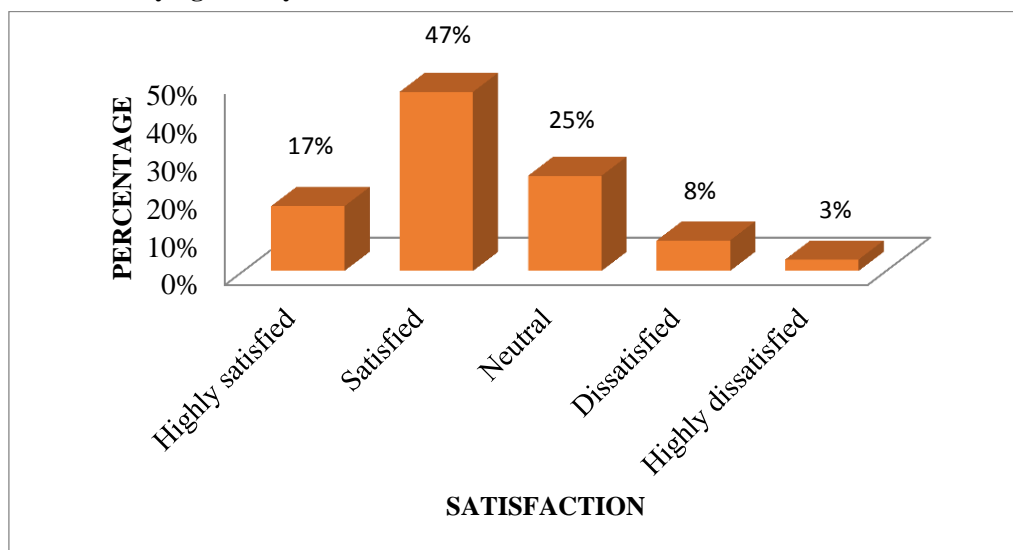
8. TABLE

Level Of Satisfaction In Buying Christy Products

| SATISFACTION | RESPONDENTS | PERCENTAGE |
|------------------|-------------|------------|
| Highly satisfied | 17 | 17% |
| Satisfied | 47 | 47% |

| | | |
|---------------------|------------|-------------|
| Neutral | 25 | 25% |
| Dissatisfied | 8 | 8% |
| Highly dissatisfied | 3 | 3% |
| Total | 100 | 100% |

Level Of Satisfaction In Buying Christy Products



Interpretation:

Table shows the respondents are level of satisfaction Christy food product, 17% of the respondents belong to highly satisfied, 47% of the respondents belong to satisfied, 25% of the respondents belong to neutral, 8% of the respondents belong to dissatisfied, 3% of the respondents belong to highly dissatisfied. The Most 52% of the respondents select it was attractive

9. FINDINGS

- Majority 11% of the respondent's reason for Taste
- Majority 52% of the respondents belong to satisfied
- Majority 52% of the respondents select it was attractive
- Most 52% of the respondents select it was attractive
- Majority 61% of the respondents are suggest Christy food product
- Most 42% of the respondents purchase in super market
- Majority 81% of the respondents are mostly like that Christy product
- Majority 51% of the respondents are buy the product is super market
- Most 34% of the respondents are prefer to health
- Majority 57% of the respondents are recommending to others
- Most 36% of the respondents are select taste
- Most 22% of the respondents are prefer Rice flour
- Most 47% of the respondents buy weekly once
- Most 36% of the respondents are used to below 1 year
- Majority 76% of the respondents are not change to another brand

10. SUGGESTIONS

- The company should improve its way of dealing with customers enquiries by having specially assigned person to go and show the clients the sample products as well as catalogues in person; this will develop a better customer relationship.
- Discount availability can be improved based on frequency of purchase and life time of the customer with the Christy food product. This will generate loyalty. Also loyalty programs may be started.
- Since a large portion of the customers came to know about the company through friends and internet, the company should begin to put more advertisements.
- A market/customer satisfaction research can be done regularly to see if customer needs have changed.

11. CONCLUSION

Customer satisfaction is a function of the products perceived performance and customer's expectations. Recognizing that high satisfaction leads to high loyalty, many companies today are aiming at total customer satisfaction. For each company, customer satisfaction is both a goal and marketing tool.

Quality the totality of features and characteristics of a product or service that bear the ability to satisfy stated or implied need of the customer is a vital factor. Hence total quality; is the key to value creation and customer satisfaction.

Christy food products have the responsibilities in a quality centered company. First, they must participate in formulating strategies and policies designed to help the company wins through total quality excellence. Second, they must deliver marketing quality along production quality. Each marketing activity-sales training, market research, advertising and customer service must be performed to high standards

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