

## **“CUSTOMER SATISFACTION WITH REGARDS TO SRI MATHAJI PAPAD IN CHENNAI CITY”**

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### **Abstract**

The plant-based large-tonnage waste of numerous industries in Myanmar, in most of them, is not effectively used. The data of scientific and technical information indicate that on the basis of similar and similar in nature wastes, rather expensive products can be obtained in the form of carbon adsorbents of relatively high quality, intended mainly for solving the problems of deep purification of industrial effluents and emissions. No publications available on the feasibility and effectiveness of such a disposal of the named Myanmar wastes were found. The paper describes the results of experimental research by the authors, focused on solving this important problem of the national economy of the country.

**Key words:** vegetable waste; processing by steam-gas and chemical activation for active coals; production conditions, parameters of the porous structure and absorption properties of the obtained adsorbents

### **Introduction**

#### **Customer Satisfaction**

Businesses monitor customer satisfaction in order to determine how to increase their customer base, customer loyalty, revenue, profits, market share and survival. Although greater profit is the primary driver, exemplary businesses focus on the customer and his/her experience with the organization. They work to make their customers happy and see customer satisfaction as the key to survival and profit. Customer satisfaction in turn hinges on the quality and effects of their experiences and the goods or services they receive.

#### **Customer Satisfaction**

The definition of customer satisfaction has been widely debated as organizations increasingly attempt to measure it. Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customer's experience of both contact with the organization (the “moment of truth” as it is called in business literature) and personal outcomes. Some researchers define a satisfied customer within the private sector as “one who receives significant added value” to his/her bottom line—a definition that may apply just as well to public services. Customer satisfaction differs depending on the situation and the product or service. A customer may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these. Some researchers completely avoid “satisfaction” as a measurement objective because it is “too fuzzy an idea to serve as a meaningful benchmark.”<sup>4</sup> Instead, they focus on the customer's entire experience with an organization or service contact and the detailed assessment of that experience.

For example, reporting methods developed for health care patient surveys often ask customers to rate their providers and experiences in response to detailed questions such as, “How well did your physicians keep you informed?” These surveys provide “actionable” data that reveal obvious steps for improvement. Customer satisfaction is a highly personal assessment that is greatly influenced by individual expectations.

Some definitions are based on the observation that customer satisfaction or dissatisfaction results from either the confirmation or disconfirmation of individual expectations regarding a service or product. To avoid difficulties

stemming from the kaleidoscope of customer expectations and differences, some experts urge companies to “concentrate on a goal that’s more closely linked to customer equity.” Instead of asking whether customers are satisfied, they encourage companies to determine how customers hold them accountable. Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectations.

Customer satisfaction depends on the product’s performance relative to a buyer’s expectation. If the product matches expectations, the customer is satisfied. If the product exceeds expectations, the customer is highly satisfied or delighted. Outstanding marketing insurance companies go out of their way to keep their customers satisfied. Satisfied customers make repeat purchases of insurance products and tell others about their good experiences with the product. The key is to match customer expectations with company performance. Smart insurance companies aim to delight customers by promising only what they can deliver, then delivering more than the promise. Consumers usually face a broad array of products and services that might satisfy a given need. How do they choose among these many marketing makers’ offers? Consumers make choices based on their perception of the value and satisfaction that various products and services deliver.

Customer value is the difference between the values the customer gains from owning and using a product and the costs of obtaining the products. Customers form expectations about the value of various marketing offers and buy accordingly. How do buyers form their expectations? Customer expectations are based on past buying experiences, the opinion of friends and marketer and competitor information and promises.

Customer satisfaction with a purchase depends on how well the product’s performance lives up to the customers’ expectations. Customer satisfaction is a key influence on future buying behaviour. Satisfied customers buy again and tell others about their good experiences. Dissatisfied customers’ of ten switches to competitors and disparage the products to others. An insurance provider open only to active duty, retired and separated military members and their immediate families and therefore not included in the rankings, achieved a satisfaction ranking equal to that of any insurance company.

In general, customer satisfaction with auto insurance providers decreased significantly, with 20 of the 21 companies surveyed decreasing in satisfaction from the previous year. Insurance is the only carrier that did not experience a decline in satisfaction. Though consumers report their insurance carriers are resolving their claims and problems faster. Businesses survive because they have customers who are willing to buy their products or services. However, many businesses fail to “check in” with their customers to determine whether they are happy or not and what it will take to make or keep them happy.

According to U.S. consumers’ affairs department, it costs five times more to gain a new customer than to retain an existing one. Other studies have repeated that with just a five percent increase in Customer retention, a firm can raise its profitability. Customers spend money at first, but with succeeding years of good experience, they will spend increasing more.

Depending on the industry and the nature of the bad experience, dissatisfied customers will complain to 10 to 20 friends and acquaintances, which is three times more than those with good experiences are. Hence, the negative information is influential, and consumers generally place significant weight on it when making a decision. If that is not the reason enough, fierce competitor is needed more and more to differentiate firms from one another. With technology available to virtually every one today, the traditional features and cost advantages are no longer relevant. Still product and service quality provides an enormous opportunity to distinguish a firm from the rest. The Japanese have recognized this and have taught us to expect quality. Today’s consumers do, and they know more about products and services than they ever did.

Customers are the best source of information. Whether to improve an existing product or service or whether firms are planning to launch something new. There is no substitution for “getting it from horse’s mouth” When

you talk to your customer directly, to increase your odds for achieving success you “mistake- proof” your decisions and work on what really matters. When you routinely ask the customers for feedback and involve them in business they, in turn, become committed to the success of your business.

#### **Customer Satisfaction Measurement: -**

A basic and effective base line customer satisfaction survey program should focus on measuring customer perceptions of how will the company delivers on the critical success factors and dimensions of the business as defined by the customers:

#### **For example:**

- Service Promptness
- Courtesy of Staff
- Responsiveness
- Understanding the customer problem, etc.

The findings of the company performance should be analyzed both with all customers and by key segments of the customer population. The essential starting point for Customer Satisfaction Measurement (CMS) is exploratory research. Since satisfaction is about an organization's ability. To meet customer requirement one has to start by clarifying with customers exactly what those requirements are. This is done through exploratory research using focus groups or one to one depth interviews.

Two main factors determine the accuracy of CMS. The first is the asking the right question and the second is the asking them to the right people sample of customers which accurately reflects the customer base.

Three things decide the accuracy of a sample. They are:

- It must be representative.
- It must be randomly selected.
- It must be adequate enough.

#### **Measuring customer satisfaction**

Organizations need to retain existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other factors the customer, such as other products against which the customer can compare the organization's products.

Work done by Parasuraman, Zeithaml and Berry (Leonard L) between 1985 and 1988 delivered SERVQUAL which provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the researcher with a satisfaction "gap" which is semi-quantitative in nature as two different measures (perception

and expectation) into a single measurement of performance relative to expectation.

The usual measures of customer satisfaction involve a survey with a set of statements using a Likert scale. The customer is asked to evaluate each statement in terms of their perception and expectation of performance of the service being measured.

Hill has created 5 different gaps to explain customer decay:

Gap 1: The promotional gap

Customers might misunderstand company's marketing communications. They might get offended and loose respect and trust for the company

Gap 2: The understanding gap

Understanding gap develops when managers of the organisation do not have an accurate understanding of customer's needs and priorities. If they don't know what's important for the customers, it is extremely difficult to satisfy customer's needs.

Gap 3: The procedural gap

Assuming that the company does have a full understanding of what matters most to the customers it will still fail to deliver customer satisfaction if it has not translated customers' expectations into appropriate operating procedures and systems.

Gap 4: The behavioural gap

Sometimes organisations have clear procedures which are well matched to customers' needs and priorities but do not achieve a consistently high level of customer satisfaction because staff are insufficiently trained or declined to follow the procedures to the letter at all time.

Gap 5: The perception gap

It is possible that gaps 1-4 do not exist, but customers are still dissatisfied. This is because customers' perception of the performance of your organization may differ from reality. Bad experiences from the past might have form and attitude against the company and repairing this mistake might take a long time.

## **Review of Literature**

<sup>(2)</sup>**Thangamani. S, and Arthi. E, 2015**, The study was undertaken to find out the customer satisfaction level towards Sakthi Masala. Many management thinkers consider marketing to be the most critical function of a business. In a business organization, the marketing division generates the revenues essential for the survival and growth of the firm, the finance department like R&D, production and manufacturing use them to create products and services. But the real challenge to marketers lies in generating those revenues profitability, by satisfying customers in a socially responsible manner. The key to generated high customer loyalty is delivering of high customer value. Today there are number of brands of products available in the market which differ in price, taste & preference, quality etc., but customers prefer to purchase their brands due to various reasons. The attitude of customers may change their preference of the choice of the product that may influence because of various factors like price, appearance, performance etc., so the manufacturers may give more attention to the customer preference which may host the possession of the company in the market. The present study reveals that majority of the respondents preferred to buy Sakthi Masala for taste & preference, so the company should maintain it and increase the more number of customers.

<sup>(4)</sup>**Palanivel. V and Manikanda Muthukumar. C, 2014**, this article examines that "Sakthi Masala" the Queen

of spices as the household name among the millions today, it was doing Turmeric trading for some time. Later they entered into the arena of pure spice powders like Turmeric, Chilli and Coriander. This inquisitiveness lets to enter into masala world with boldness. This masala encountered a lot of hurdles, since selling masala powders during those days to the oriental women who are traditionally conservative; it was not easy to sell. It was concept sealing on “Easy Cooking” rather than marketing food products with self-determination and persistent attempts it was able to get into the kitchens of our country and the rest of the world. The store may look like a miracle, but the hard work, the pot holes and the bumps on the way and the stormy inclement weather are known only to producer. The person who stood behind produce masala for all those achievements was with help of their business partner. This project entitled that customer satisfaction of Sakthi Masala Products. The overall analyse of the study indicate that at presents so many varieties of products available even the customer were satisfied product smell, taste, quality, cost, packing of the Sakthi Masala products in Dharmapuri District.

<sup>(7)</sup>**Poonam Bagal, 2015**, this article analysis that Spices have been an integral part in every Indian food is prepared at home or elsewhere. In recent times, large scale production of spice powders, curry seasonings, masala powders, spice paste etc., has been taken up by many firms. Marketing of these brands has been aggressive since there are several brands firmly rooted in the market. The precise selection of spices for each dish is a matter of national or regional cultural tradition, religious practice and to some extent, family preference such dishes are called by specific names that refer to their ingredients, spicing and cooking methods. The general satisfaction level is very high among people with regards to Everest Masala. Another heartening trend in market is that people like spices in their daily food for change

<sup>(5)</sup>**U. Dineshkumar and P.Vikkraman, (2012)** analyzed in their study that Customer satisfaction is widely recognized as a key pressure in the formation of consumers' future purchase intentions. Satisfied customers are also likely to tell others of their favorable experiences and thus engage in positive word of mouth advertising. The present study aims to investigate customer satisfaction in the organized retail outlets in Erode city of Tamil Nadu state in India. The objectives are to identify the determinants of customer satisfaction in the organized retail outlets in Erode city, to identify the attitude and behavior of the customers those who are purchasing in organized retail outlets, and to study about the future prospects of organized retail outlets in the city. Customer satisfaction is a significant subject for most marketers. A total of 200 questionnaires have been randomly distributed to retail customers. Using descriptive statistics method, cross table analysis, chi-square test and correlation method (to compare between different means) the data collected is analyzed. The result of this analysis suggests the degree of customer satisfaction in terms of services provided by organized retail outlets in Erode.

**UBEJA, ( 2013)** studied that the retailing sector in India has undergone significant transformation in the past ten years. The organized retail industry in India is to grow 40 per cent annually and would triple or four times in size by 2013-2014. Retailing is gradually inching its way towards becoming the next boom industry. The customer satisfaction process is a complex phenomenon. The purchase of goods or services includes a number of factors that could affect each decision. Customer satisfaction is more complex and even more important for retailers today than in past. The objectives of this study were to investigate the effects of sales promotion mix customer satisfaction in shopping malls of Jabalpur city and to study the variations in these factors across gender wise. Mall intercept survey was conducted to study of sales promotion mix and group of factors on customer satisfaction in shopping malls of Jabalpur city. The sample included 200 active mall shoppers. The sales promotion mix on customer satisfaction were identified by a structure questionnaire and captured in 5 factors of sales promotion mix. The study will help the managers of shopping malls to understand the underlying sales promotion factors on customer satisfaction of the shoppers in the malls and help them to craft their marketing strategies; also study will help to understand the factor. Profiling customers by their choice of sales promotion mix provide more meaningful ways to identify and understand various customer segments and to target each segment with more focused marketing strategies.

**RAMACHANDRAN & GOKILA (2013)** reported that Retailing is the largest private industry in India and second largest employer after agriculture. The sector contributes to around 10 per cent of GDP and 6-7 per cent of employment. With over 15 million retail outlets, India has the highest retail outlet density in the world. This sector

witnessed significant development in the past 10 years – from small unorganized family-owned retail formats to organized retailing. Liberalization of the economy, rise in per capita income and growing consumerism have encourage larger business houses and manufactures to set up retail formats; real estate companies and venture capitalist are investing in retail infrastructure. Many foreign retailers have also entered the market through different routes such as wholesale cash-and-carry, local manufacturing, franchising, test marketing, etc. With the growth in organized retailing, unorganized retailers are fast changing their business models and implementing new technologies and modern accounting practices to face competition. Productivity and efficiency in retail operations lowers price level and reduce distortions in the price structure. Through backward and forward linkage, performance of retailing services affects the performance of interlinked sectors such as tourism, recreational and cultural services, manufacturing of consumers goods agro-good producing industries etc. The present study is undertaken to understand the customer preference and satisfaction towards retail stores in Coimbatore city. Descriptive study was carried out by using a questionnaire and the collected data were analyzed by using Average rank, ANOVA and Chi square test.

### **3.1 Research Methodology**

#### **Survey method**

A Survey is a complete operation, which requires some technical knowledge. Survey methods are mostly personal in character. Surveys are best suited for getting primary data. The research obtains information from the respondents by interviewing them.

**Sampling:** It is not always necessary to collect data from whole universe. A small representative sample may serve the purpose. A sample means a small group taken in a large lot. This small group should be emanative cross section and really “representative” in character. This selection process is called sampling.

**Sample size:** Samples are devices for learning about large masses by observing a few individuals. The selected sample is 100.

#### **3.2 Methods of Sampling**

##### **Random sample method:**

The method adopted here is random sampling method. A Random sample is one where each item in the universe has an equal chance of known opportunity of being selected.

#### **Research Instrument**

##### **3.3 Questionnaire:**

A questionnaire is a carefully compiled logical sequence of questions directed to a defined objective. It is the outline of what information is required and the framework on which the data is built upon. Questionnaire is commonly used in securing market information that its preparation deserves utmost skill and care.

##### **3.4 Collection of data:**

One of the important tools for conducting market research is that availability of necessary and useful data. Data collection is more of an art than a science. The methods of marketing research are in a way the methods of data collection. The sources of information fall under two categories.

##### **Internal sources:**

Every company has to keep certain records such as accounts, reports etc. These records provide sample information which an organization usually keeps collection in its working.

**External sources:**

When internal records are insufficient and required information is not available, the organization will have to depend on external sources. Of data are.

**a) Primary data:**

The data collected for a purpose in original and for the first time is known as primary data. The researches collect this data to study a particular problem.

Here the primary data is data collected through questionnaire by directly meeting the customers

**b) Secondary Data:**

The data, which is collected from the published sources i.e., not originally collected of the first time is called secondary data.

**3.5 STATISTICAL TOOLS**

For data analysis statistical tools used are simple percentage method

**3.6 SIGNIFICANCE OF STUDY**

Customer satisfaction survey is a systematic process for collecting consumer data, analyzing this data to make it into actionable information, driving the results throughout an organization and implementing satisfaction survey is a management information system that continuously captures the voice of the customer through the assessment of performance from the customers' point of view

**3.7 OBJECTIVES OF STUDY**

The setting of objective is the corner stone of a systematic study. The study will be fruitful one when the basis laid down is a concrete one they represent the desired solution to the problem and help in proper utilization of opportunities.

**3.8 Objectives:**

The objectives of the research are:

Primary objective

To know the level of satisfaction of customers towards "MATHAJI PAPAD"

Secondary objective

To predict the market for future entrepreneurship

**4.1 Findings:**

- On comparing the gender females buy more papad related products and they are more likely to be brand oriented but males need quality products at lower prices than brand oriented
- Quality and taste of the product are good and there is no much changes needed in them
- The knowledge of products among people are very less as there is less awareness among people. Most people tend to buy or know it from the retail shops so there must be some sort of ads to promote among people.

- Quality and quantity of the products plays a greater role in product sales, so the quality, quantity and price are well set and no greater changes are not needed.
- The purchasing power of a customer cannot be altered; inspite people have opted to buy the products again. This means the product has gained a goodwill among the people.
- The usage of products like papads are high as the market is mainly covered only these items whereas other items needs to be marketed and bring awareness among them.
- The regularity of the customers towards the product is better as the quality have been gained their attention. So when there is a good marketing with a greater awareness will increase the sale.
- The packaging type of the products are mostly pp cover but few are still in old formats so these old covers has to changed to attract the people
- The overall satisfaction level is more than 80% so there is no need of change in the quality or quantity as the main aspects is full filled.
- There are many people who approach us stating they got suggestions from other people , even many from abroad have approached us. This clearly reflects the goodwill generated by us towards the people.

The price range must be set looking upon the market and also the raw material cost, both have to be given a equal weightage. So the price ranges set are normally ok as no one has said about higher price range.

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