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An organizational study and a study on customer satisfaction towards V-Four E system India private limited with special reference to Tirupur District

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ABSTRACT

Customer satisfaction index -CSI results provide: an economic indicator of the quality of economic output; calculation of the net present value of their company's customer base as an asset over time; information for strategic business applications; a predictor of consumer spending & corporate earnings. 100 Respondents were administered for the Research Questionnaire after taking their consent. Simple Percentage Analysis and Henry Garrett Ranking were used to analyze the data. The results showed the significant impact of Customer Satisfaction towards the growth of the Company.

INTRODUCTION

Customer satisfaction has been considered an issue that affects different organizations in need of providing the fast analysis of the customers' demands. The customer satisfaction is considered as the persons feeling of pleasure or allows disappointment through the branding of the customer experience. The customer satisfaction focuses on the quality of products that are offered by the manager in the analysis of the issues of reputation, price, warranty, services, features and performances.

STATEMENT OF THE PROBLEM

In today market-oriented business environment, it can be said arguably that the question how to satisfy customers becomes the ultimate concern of most of the companies in any kind of business. Therefore, understanding customer satisfaction dimensions, measuring it and taking advantage from these measurements become the urgent need for managers and establish the mainstream in

academic literature about customer satisfaction in the recent past. To identify the level of satisfaction among the users of V-Four E Systems Pvt Ltd and to identify the customer needs, I have chosen this topic for my research.

OBJECTIVES OF THE STUDY

- To identify the Demographic Profile of Respondents.
- To identify the Problems faced by the customers by using the Product of V Four E-Systems Private Limited.

SCOPE OF THE STUDY

- The study will also be helpful for the company to identify customer needs.
- The study will be helpful for the company to make additional features needed by the customers.

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LIMITATIONS OF THE STUDY

- ✓ Many Respondents neglected to respond to the Survey in their Busy Schedule.
- ✓ Many Respondents found it difficult to Rank the Problems faced by them, as they are equally facing all the problems.

LITERATURE REVIEW

1. **Dr. S. Aravinth (March 2012)** stated that Bank marketers are making considerable efforts to increase the satisfaction of their commercial customers because satisfied customers are known to display higher levels of source loyalty and to be less vulnerable to the marketing efforts of competitors.
2. **Karolina Ilieska, (2013)** explained that Customer satisfaction is a significant issue for most marketers. There was a strong relationship between service quality and customer satisfaction. There was, however, no relationship between customer satisfaction and tangible aspects of the service environment.
3. **Vu Minh Ngo (December 2009)** suggests that When you use free trade agreements, you are certifying that your goods qualify for duty-free treatment under very specific rules, and you can prove it if you are audited.

RESEARCH METHODOLOGY

Research Design

A Master plan that specifies the method and procedures for collecting and analysing needed information.

Sample Design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in

selecting some sampling units from which inferences about the population is drawn.

Non-Probability Sampling

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Convenience Sampling

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

Size of The Sample

The Sample size is **155**.

DATA COLLECTION METHOD

Primary Data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire Method.

Secondary Data

These are data which are already collected and used by someone preciously. The data's are collected from journals, magazines and websites.

STATISTICAL TOOLS USED

To analyse and interpret collected data the following simple percentage and ranking were used.

Simple Percentage Analysis

To analyse and interpret collected data the following simple percentage and ranking were used.

FORMULA

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

HENRY GARRETT RANKING

Garrett's ranking technique to find out the most significant factor which influences the respondents; Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes

of such ranking have been converted into score value with the help of the following formula: Percent Position = $100 (R_{ij} - 0.5) / N_j$ Where R_{ij} = Rank given for the i^{th} variable by j^{th} respondents N_j = Number of variable ranked by j^{th} respondents.

DATA ANALYSIS

The Respondents participated in the research are from diversified background with gender, age group, marital status and educational qualification.

Table No 1: Demographic profile of the parent respondents

Details of the Respondents	No. of Respondents	Percentage	
Age	Below 20 Years	16	10.32
	Between 20-30 Years	46	30.67
	Between 30-40 Years	50	32.26
	Above 40 Years	43	27.74
	Total	155	100
Gender	Male	133	85.80
	Female	22	14.19
	Total	155	100
Educational Qualification	No Formal Education	42	27.09
	School Level Education	47	30.32
	Under Graduate	46	29.68
	Post Graduate	20	12.90
	Total	155	100
Occupation	Business	26	16.77
	Professional	49	31.61
	Non-Professional	56	36.13
	Others	24	15.48
	Total	155	100
Monthly Income Level	Below Rs.20,000	12	7.74
	Rs.20,000-Rs.30,000	40	25.81
	Rs.30,000-Rs.40,000	58	37.42
	Above Rs.40,000	45	29.03
	Total	155	100
No.of. Children	One	0	0
	Two	20	12.90
	Three & Above	135	87.10
	Total	155	100

INTERPRETATION

From this study it is evident that age group of the 32.26% of the respondents fall under the category of 30 – 40 years, 85.80% of the

respondents fall under the gender group of Male, 30.32% of the respondents educational qualification is School Level Education, the occupation of 36.13% of the respondents fall under

the category of Non-Professional, the average monthly income of 37.32% of respondents falls under the category of Rs.30000 – Rs.40000,

87.10% of the respondents have Three & Above Family Members.

Table No 2: Rank of the problems faced by Customers

S.No	Problems Faced	Mean Score	Total Score	Rank
1	Product Default	637	2548	3
2	Product Quality	662	1986	4
3	Product Features	648	1296	6
4	Improper After Sales Service	598	1794	5
5	Price	593	4151	1
6	No Value-Addition in Product	655	655	7
7	Maintenance Charges	594	3564	2

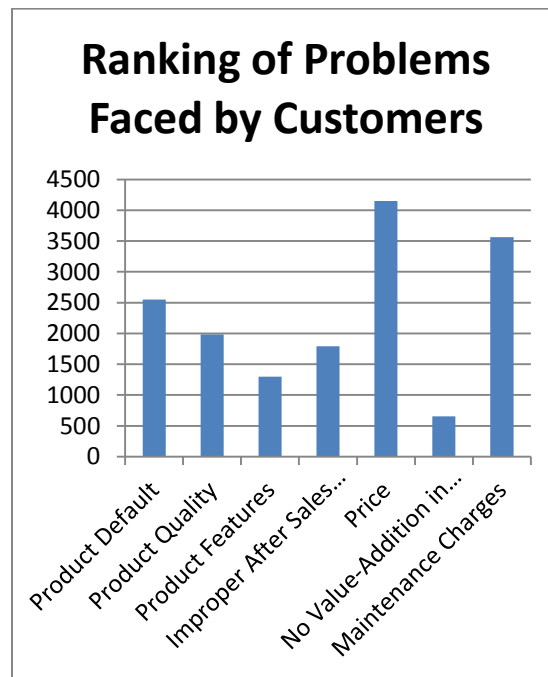


Figure No 1: Rank of the problems faced by Customers

INTERPRETATION

From this study, it is found that from the table it is evident that, Price is ranked as no.1 with the total score of 4151, Maintenance Charges is ranked as no.2 with a total score of 3564, Product Default is ranked as no.3 with the total score of 2548, Product Quality is ranked as no.4 with the total score of 1986, Improper After Sales Service is ranked as no.5 with the total score of 1794, Product Features is ranked as no.6 with the total

score of 1296, No Value-Addition in Product is ranked as no.7 with the total score of 655.

FINDINGS

1. Price is ranked as no.1 with the total score of 4151,
2. Maintenance Charges is ranked as no.2 with a total score of 3564,

3. Product Default is ranked as no.3 with the total score of 2548,
 4. 32.26% of the respondents fall under the category of 30 – 40 years,
 5. 85.80% of the respondents fall under the gender group of Male,
 6. 30.32% of the respondent's educational qualification is School Level Education,
 7. The occupation of 36.13% of the respondents fall under the category of Non-Professional,
 8. The average monthly income of 37.32% of respondents falls under the category of Rs.30000 – Rs.40000,
 9. 87.10% of the respondents have Three & Above Family Members
2. The Company can reduce the Maintenance Charges to afford the Customers based on Certain Price Range of Products they have purchased.
 3. The Company can still concentrate on the Production Technology to ensure the Longevity of the Products to reduce the Default in usage.

SUGGESTIONS

1. The Company can concentrate on the Price Reduction through cost-effective Production technology and manpower.

CONCLUSION

The Study also gives some insights about how companies raises the need for studies about the difference between measuring CS in B2B and B2C companies. The limitation of this paper lies on the lack of suggestion of methods to apply these criteria in methodologies for measuring CS which can be a concern for further research on measuring CS.

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