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A Study on Customer Satisfaction on Hot Drinks With Specific Reference to Horlicks in Vellore City

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ABSTRACT

Customer satisfaction is a marketing tool and a definite value added benefit. It is often perceived by customers as important as the primary product or customer satisfaction consists of expectation, performance interaction, pleasure and displeasure, and evaluation of the benefits of consumption to analyse the customer preference towards Horlicks product. This paper presents a framework or set of ideas for using customer satisfaction principles and strategies to improve the quality responsiveness and possibility of public sector privately provided services in valuable communities.

KEYWORDS : Customer Satisfaction, Hot Drinks, Horlicks, Vellore.

INTRODUCTION

Customer's satisfaction can be considered as one of the key indicator of company's future profits. The development of the customer's satisfaction theory has led to the emergence of two perspectives. The study of customer satisfaction through product performance became more important. In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing products perceived performance relation to his/ her expectations. If the performance matches the expectations, the customer is satisfied.

Customer satisfaction is a part of customer's experience that exposes a supplier's behavior on customer's expectation and how promptly services are provided. This satisfaction could be related to various business aspects like marketing. Quality of products and services, responses customer's problems and queries, completion of project and post delivery services.

MEANING

Customer satisfaction is the customer's response to the evaluation of the received discrepancy between prior expectation and the actual performance of the product as perceived after its consumption.

DEFINITION

Codotte, etal., (1987), have defines customer satisfaction as "conceptualized". As a feeling developed from an evaluation of the experience. Here, the timing of satisfaction response is driving consumption.

OBJECTIVES OF THE STUDY

- To study the concept of customer satisfaction in general.
- To study the brand awareness of Horlicks products in Vellore city.
- To identify the level of customer satisfaction towards the price and package of the product.
- To analyse the customer preference towards the Horlicks.

SCOPE OF THE STUDY

- The study is conducted to know the customer satisfaction towards horlicks.
- The study covers only a short range of operations on the study area.
- Customer satisfaction is a moving target.
- The performance attributes that create customer satisfaction after the choice of the product.

LIMITATIONS OF THE STUDY

- The study was confined only to Vellore city.
- The response from the customer may be biased.
- The study has been carried out for limited period.
- Time is a major limitation.
- Sample size is limited.

REVIEW OF LITERATURE

Kendall C.L and Russ F.A (April 1979) in their article "Warranty and complaint policies: An Opportunity for Marketing Management"; have felt and expressed that "Warranties and Promises of complaint resolution and they often encourage dissatisfied customers to return. They also concluded that expectations of warranty services are greater for durable goods than non-durable goods".

Shri Mukul P.Gupta (September 1997) in his article entitled "Tug of War" has made an attempt to elabotate on issue of customer satisfaction and brand loyalty as well as customers defection. According to him, a very thin line divides the loyalty and defection of satisfied customers, so any winning brand promoter must know which side of this line he should stand on.

According to an Exhaustive Review of (1991) customer satisfaction may be defined in two basic ways either as on outcome, or as a process. "The first approach defines satisfaction as a final situation or as an end state resulting from the consumption experience. The second approach emphasizes the perceptual, evaluative and phycological process that contributes to satisfaction".

Dr. Vidyadar Reddy (Febraury 1998) in their empirical study entitled "Customer satisfaction through complaint handling" with regard to bike owners concluded that the group between customer expectation and warranty terms was wide.

Shri N. Sridaram (May 1998) in their article entitled "Be True to your customer" had argued that in an increasingly competitive world, companies are finding that the recipe for success lies not out-maneuvering the customer and satisfying their every want.

RESEARCH METHODOLOGY

Data for the research was collected from 100 respondents by random sampling method. Primary data was collected from the respondents through well structured questionnaire and secondary data was collected from various journal and books. Chi-square test is applied to test the goodness of fit to verify the distribution of observed data.

FINDINGS AND ANALYSIS

TABLE1: RESIDENCE WISE CLASSIFICATION

Residence	No. of respondents	Percentage
Rural	22	44
Urban	28	56
Total	50	100

INFERENCE

From the above table it is clear that 56% of the respondents are urban

and 44% of the respondents are rural.

TABLE-2: BASIC OF SELECTION

Residence	Price	Quality	Package	Total
Rural	5	9	6	20
Urban	9	10	11	30
Total	14	19	17	50

Null Hypothesis (H_0)
There is no significant relationship between the residence and basis of selection.

Alternative Hypothesis (H_1)
There is a significant relationship between the residence and basic of selection.

Degree of freedom
V = (R-1) (C-1)

V = (3-1) (2-1)

V = (2) (1)

V = 2

Calculation chi-square value is 0.69.

Table value@5% significant level is 5.99.

INTREPRETATION
Since the calculated chi-square value is less than the table value null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between the residence and basic of selection.

TABLE-3: PRICE OF THE PRODUCT

Residence	Price	Quality	Package	Total
Rural	2	15	3	20
Urban	5	20	5	30
Total	7	20	5	50

Null Hypothesis (H_0)
There is no significant relationship between the residence and price of product.

Alternative Hypothesis (H_1)
There is a significant relationship between the residence and price of the product.

Degree of freedom
V = R-1) (C-1)

V = (3-1) (2-1)

V = (2) (1)

V = 2

Calculation chi-square value is 0.518.

Table value@5% significant level is 5.99.

INTREPRETATION
Since the calculated chi-square value is less than the table value null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between the residence and price of the product.

TABLE-4: TYPES OF HORLICKES CONSUMED

Residence	Price	Quality	Package	Total
Rural	10	5	5	20
Urban	8	10	12	30
Total	18	15	17	50

Null Hypothesis (H_0)
There is no significant relationship between the residence and type of the horlickes consumed.

Alternative Hypothesis (H_1)
There is a significant relationship between the residence and type of the horlickes consumed.

Degree of freedom
V = (R-1) (C-1)

V = (3-1) (2-1)

V = (2) (1)

V = 2

Calculation chi-square value is 2.99

Table value@5% significant level is 5.99.

INTREPRETATION
Since the calculated chi-square value is less than the table value null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between the residence and type of the horlickes consumed.

TABLE-5: OPINION REGARDING TASTE OF THE PRODUCT

Residence	Good	Best	Better	Satisfaction	Total
Rural 9	5	5	4	2	20
Urban	15	10	3	2	30
Total	24	15	7	4	50

Null Hypothesis (H_0)
There is no significant relationship between the residence and opinion regarding taste of the product.

Alternative Hypothesis (H_1)
There is a significant relationship between the residence and opinion regarding taste of the product.

Degree of freedom
V = (R-1) (C-1)

V = (3-1) (2-1)

V = (2) (1)

V = 2

Calculation chi-square value is 1.066

Table value@5% significant level is 5.99

INTREPRETATION
Since the calculated chi-square value is less than the table value null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between the residence and opinion regarding taste of the product.

SUGGESTIONS
- Price of product can be fixed at affordable level so that all types' customers will be able to purchase the product.
- Through the quality of the Horlicks product is good.
- Still it can be improved in order to attract more customers.
- Sales can be more increased in rural area.
- Still more awareness can be created through advertisement.

CONCLUSION
Customer satisfaction plays a vital role for the success of a business; consumer is a king in the market. So continuous improvement is the success of customer satisfaction is important Horlicks aims to increase its profitability by way of increasing the satisfaction of the customer.

More over the respondents need no changes other than changes in

quality and price this shows that the company effectively gives satisfaction to the respondents which leads to the success of the company.

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