



CUSTOMER SATISFACTION TOWARDS ABBOTT INDIA LIMITED; AN EMPIRICAL ANALYSIS

**SHENBAGAM
KANNAPPAN**

PhD -research scholar ** Bharathiar University, Coimbatore

**M.ANAND
SHANKAR RAJA**

PhD- research scholar * SRM University, Kattankulathur, Chennai

ABSTRACT

Customer satisfaction, a business term, is a measure of how products and service supplied by company meet or surpass customer expectation. This research outlines some examples of the ways in which these measures have been undertaken at the enterprise level and accreditation framework within which these are often established. It also proposes the idea that it may be useful to extend satisfaction measurement from a focus on the enterprise to that of the destination. This is a much more complex task that at the individual enterprise level but may be worth the effort as destinations compete for market share. A sample design is a definite plan for obtaining a sample from a given population. It refers to the techniques on the procedure the researcher would adopt in selecting items for the sample. The total sample will be "100" and the total population is "1000". The population is divided into different data on the basis of age, group, education or regions. In the present research, the researcher has used the probability sampling method i.e. simple Random sampling method. The statistical tools used are "chi-square" and "percentage analysis".

KEYWORDS :Customer satisfaction, Customer expectation, Customer preference.

CUSTOMER SATISFACTION

It is seen as a key performance indicator within business and is part of the four of a balance scorecard. In a competitive marketplace where businesses compete for customers; customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. 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. These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective. In researching satisfaction, firms generally ask customers whether their products or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experiences as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel even though its facilities and service would be deemed superior in "absolute" terms. The importance of customer satisfaction diminishes when a firm has increased bargaining power—for example, cell phone plan providers, such as AT&T and Verizon, participate in an industry that is an oligopoly, where only a few suppliers of a certain product or services exist. As such, many cell phone plan contracts have a lot of fine print with provisions, because customer satisfaction would be way too low, and customers would easily have the option of leaving for a better contract offer.

ABBOTT INDIA LIMITED

Abbott India Limited is a global, broad-based health care company devoted to discovering new medicine, new technologies and new ways to manage health. Our products span the continuum of care, from nutritional products and laboratory diagnostics through medical devices and pharmaceutical therapies. Our comprehensive line of products encircles life itself—addressing important health needs from infancy to the golden years. Abbott has sales, manufacturing, research and development, and distribution facilities around the world, close to where our customers need us to be, we are recognized for our global reach and our ability to serve our customers around the world. Throughout 125+ year history, Abbott people have been driven by a constant goal. To advance medical sciences to help people live healthier lives. It's part of our heritage. And, it continues to drive our work. Today, approximately 70,000 employees around the world share the passion for "Turning Science into Caring." It's a commitment to focusing on what matters most: life and the potential it holds when we are feeling our best. Abbott prides itself on being recognized as a good place to work because we strive to provide an environment that enables employees to succeed. We have received numerous local,

national and international distinctions for our commitment to workplace excellence. Our programs range from award-winning health care benefits to a variety of convenience and wellness services and long-term retirement benefits. We recognize that as a leading provider of innovative health care products, we have a unique responsibility and opportunity to ensure people have access to them—whether they are among the poor and underprivileged or victims of natural disasters. We're determined to do our part through creative and varied social programs. The promise of our company is in the promise that our work holds for health and for life.

THE NEED FOR CONSUMER 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 services to the market place.

Customer satisfaction is measured at the individual level, but it is almost always reported at an aggregate level. It can be, and often is, measured along various dimensions.

Consumer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and 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.

OBJECTIVES OF THE STUDY:

- To study the level of customer satisfaction towards Abbott
- To identify the recommendations of Abbott to others by existing loyal customers.
- To determine the level of satisfaction regarding different packages and services of Abbott.
- To evaluate the employee level of interaction with the customers of Abbott.

SCOPE OF THE STUDY

This research with titled "Customer Satisfaction" with reference to Abbott India Limited. This research questionnaire basically given to the customer who aware about the product.

STATEMENT OF A PROBLEM

The samples may behave or give opinions differently at different times because of their psychological temperament. This research cannot give any assurance that findings will be same in the following years. This study covers only Chennai city.

RESEARCH METHODOLOGY

The methodology adopted for the study is given below.

PRIMARY DATA

The primary data is collected from the respondents through the well structured questionnaire. The data collected through direct and indirect methods. The sample size collected for this research is 100, and the respondents are from Chennai city only.

SECONDARY DATA

Secondary data is collected from internal source as well as external source. Internal source of data is collected from website, company records, annual reports, etc. The external source of data is collected from the magazines, news papers etc. To analyze the data the researcher has used percentage analysis, statistical analysis and ratio analysis.

REVIEW OF LITERATURE

Oliver (1996) defines satisfaction as an emotional post – consumption response that may occur as the result of comparing expected and actual performance, or it can be an outcome that occurs without comparing expectations.

Kanampully (2000) stated that a loyal customer is a customer who repurchases from the same service provider whenever possible, and who continues to recommend or maintains a positive attitude towards the service provider.

In relation with this, **Pong and Yee (2001)** is defined as the willingness of customer to consistently re-patronize the same service provider / service company that may be the first choice among alternatives, thereby complying with actual behavioural outcomes and attaching with favourable attitude and cognition, regardless of any situational influences and marketing efforts made to induce switching behaviour.

ANALYSIS

The analysis of data in a general way involves a number of closely related operations performed in a manner that they answer the research question in this study.

**TABLE NO: 1
TO FIND THE AGE OF THE RESPONDENTS**

S.NO	AGE	NO.OF RESPONDENTS	%
1	Below 20	10	10
2	20 to 30	45	45
3	30 to 40	30	30
4	Above 40	15	15
	TOTAL	100	100

Source: Primary data

From the above table it can be inferred that 45% of the respondents belong to the age group of 20 - 30 years. 30% of the respondents belong to the age group of 30 – 40 years, 15% of the respondents belong to the age group of the above 40 and the remaining 10% of the respondents belong to the age group of below 20.

**TABLE: 2
TO KNOW THE AWARENESS OF ABBOTT**

S.NO	DECISION	NO.OF RESPONDENTS	%
1	YES	77	77
2	NO	23	23
	TOTAL	100	100

Source: Primary data

The above table reveals that 77% of the respondents are aware about Abbott Company and 23% are not aware about the Abbott Company. Hence the most of the respondents are mentioned yes.

**TABLE: 3
TO IDENTIFY THE BETTER SERVICES THAN OTHER COMPANIES**

S.NO	DECISION	NO.OF RESPONDENTS	%
1	Strongly Agree	38	38
2	Agree	60	60
3	Disagree	2	2
4	Strongly Disagree	0	0
	TOTAL	100	100

Source: Primary data

The above table it is clear that out of 100 respondents. Company provides better services than other company, 60% customers have agreed while 38% customers have strongly agreed and 2% have disagreed. The highest no of the respondents are agreed that the company provides better service than other company.

**TABLE: 4
TO FIND THE INFLUENCING FACTORS TO BUY WITH ABBOTT BRAND**

S.NO	DECISION	NO.OF RESPONDENTS	%
1	Quality	44	44
2	Pricing	33	33
3	After sales Services	19	19
4	Good will	4	4
	TOTAL	100	100

Source: Primary data

The above table shows that out of 100 respondents, 44% of customers are felt the quality influencing factors to buy with this brand, 33% have pricing, 19% have after sales & services and 4% have good will. Most of the respondents felt the quality provided by the Abbott is good.

**TABLE: 5
TO FIND THE EMPLOYE LEVEL OF INTERACTION WITH THE CUSTOMERS**

S.NO	DECISION	NO.OF RESPONDENTS	%
1	Highly Satisfied	34	34
2	Satisfied	14	14
3	Neither Satisfied or Dissatisfied	19	19
4	Dissatisfied	11	11
5	Highly Dissatisfied	22	22
	TOTAL	100	100

Source: Primary data

The above table shows that out of 100 respondents, 34% of the customers have highly satisfied, 22% of the customers have highly dissatisfied, 19% of the customers have neither satisfied or dissatisfied, 14% of the customers have satisfied and 11% of the customers have dissatisfied with the level of interaction with the customers.

STATISTICAL ANALYSIS CHI – SQUARE ANALYSIS

Is there is a significant relationship between Quality of product and Customer Satisfaction.

NULL HYPOTHESIS (H₀) : There is no significant relationship between the Quality of product and Customer Satisfaction.

ALTERNATE HYPOTHESIS (H₁) : There is significant relationship between the Quality of product and Customer Satisfaction.

QUALITY OF PRODUCT ----- CUSTOMER SATISFACTION	Strongly Agree	Agree	Can't Say	Disagree	Strongly Disagree	Total
More than 10 Year	40	0	0	0	0	40
7 – 10 Years	0	20	10	0	0	30
5 -7 Years	10	10	0	0	0	20
3 – 5 Years	0	10	0	0	0	10
Less than 3 Years	0	0	0	0	0	0
Total	50	40	10	0	0	100

$$X^2 = \sum (O - E)^2 / E$$

Where O is the observed frequency and E is the expected frequency.

CALCULATION

O	E	O - E	(O - E) ²	(O - E) ² / E
40	20	20	400	20
20	12	8	64	5.33
10	3	7	49	16.33
10	10	0	0	0
10	8	2	4	0.5
10	4	6	36	9
			TOTAL	51.16

Calculated Value of X2 = **51.16**

$$\text{Degrees of freedom} = (C-1) (R -1)$$

Where C is the number of Columns,

R is the number of rows.

$$\text{Degrees of freedom} = (5-1) (5-1)$$

$$= (4) (4)$$

$$= 16.$$

Table value 5% significant level for 16 degree of freedom = **26.3**.

Therefore **Table value < calculated value. So accept H1.**

Since the table value is less than the calculated value, we accept the alternative hypothesis and conclude that there is a significant relationship between the Quality of product and Customer Satisfaction.

CONCLUSION

The company commitment to improving life extends to humanitarian causes. Company is basically indented for performing innovation for better production and up gradation of existing products. The quality measures try to take satisfactory levels of medicines with regard to customer's needs and wants. But for attaining optimal levels, Company should concentrate more on advertising aspects and promotional strategies. As per the demand of the customers the company must give percentage of discount to all the customers. Company has to maintain such a quality to attract more number of customers. It is also needs to update its replacement policy so that its meets the customers requirement. Company has to spend more amounts on promotional tools like brochures to attract the customer.

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