

A STUDY ON CUSTOMER SATISFACTION LEVEL BY USING TNPL PRODUCTS IN THANJAVUR DISTRICT



Marketing Management

KEYWORDS: Customer satisfaction, TNPL products, Customers preference, Thanjavur district.

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ABSTRACT

In this project a study on customer satisfaction on TNPL products is taken. The degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers for TNPL products. Most of the Customers satisfied by the products of TNPL. In this research, a sample size of 126 customers from all over areas of Thanjavur is taken to know the customer's preference. The tools used for analysis of this research are Simple Percentage Analysis and Chi-square Test. This study measures the expectations of the customers concerning the product availability and the service provided by TNPL industries.

INTRODUCTION:

Customer satisfaction measures the expectations of a customer concerning a product or service provided by a company. Customer satisfaction 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."

Customer satisfaction is closely linked to Quality. Many companies have adopted total Quality Management Programs, designed constantly improve the quality their products, services and marketing processes. Quality has a direct impact on product performance and hence on customer satisfaction.

REVIEW OF LITERATURE:

According to Westbrook and Reilly (1999) he says that satisfaction is the buyer's cognitive state of being adequately or inadequately rewarded for the sacrifices a person undergone" (p.145)

Berry and Parasuraman (2000), commented that the consumer's response to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product/service as perceived after its consumption" (p.204).

According to Hung (2003), customer satisfaction is a kind of stepping away from an experience and evaluating it; one could have a pleasurable experience that caused dissatisfaction because even though it was pleasurable, it wasn't as pleasurable as it was supposed to be. So satisfaction / dissatisfaction isn't an emotion, it's the evaluation of the emotion".

Paul S. Goldner (2006) Grigoroudis, E and Siskos, Y (2009) explained specified a customer is any organization or individual with which you have done business over the past twelve months". This chapter attempts to review different literatures on customer satisfaction with reference to hotel industry and presents various studies made regarding the issues related with hotel industry and customer satisfaction.

Vavra, T.G. (2001) mentioned that customer satisfaction as a satisfactory post-purchase experience with a product or service given an existing purchase. Anton (1996) explained customer satisfaction as a state of mind in which the customer's needs, wants and expectations throughout the product or service life have been met or exceeded, resulting in subsequent repurchase and loyalty.

Tse and Wilton (1988) (p.501). argue that since customers' satisfac-

tion is influenced by the availability of customer services, the provision of quality customer service has become a major concern of all businesses. Customer satisfaction is typically defined as a post consumption evaluative judgement concerning a specific product or service.

Woodruff and Gardian (1996) defines customer satisfaction as "The individual's perception of the performance of the product or service in relation to his or her expectations".

Jones and Andrew Lockwood (2002) "Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service".

OBJECTIVES OF THE STUDY:

PRIMARY OBJECTIVE:

To study the satisfactory level of customers by using TNPL products in Thanjavur District.

SECONDARY OBJECTIVE:

1. To compare the quality and pricing level of TNPL products with other products.
2. To study customer satisfactory level with the price and packing of product.
3. To know about the availability of TNPL products in the markets (Thanjavur)
4. To study the reason why the customers buying TNPL products.

4. RESEARCH METHODOLOGY: The steps in which the project was carried out was by collecting both the primary and the secondary data.

4.1 STATEMENT OF THE PROBLEM: To know about the level of customer satisfaction in Thanjavur District.

4.2 SCOPE OF THE STUDY: To provide discount to the customers for regular customers.

4.3 RESEARCH DESIGN:

4.3.1 SAMPLING TECHNIQUE: The sampling technique used for this study is Simple random sampling

4.3.2 SAMPLING SIZE: The sample size of the study is 126

4.3.3 METHOD OF DATA COLLECTION: The data was collected using Questionnaire Method

4.3.4 TOOLS USED: The tools used for this study is Percentage Analysis and Chi-square test.

4.4 LIMITATION OF THE SYUDY: In this project, the duration allowed for research is only 3 weeks.

5. DATA ANALYSIS & INTERPRETATION

Table – 1: TYPES OF CUSTOMERS

Types of Customers	No. of Respondents	Percentage
Photoshop copier	60	48%
Computer centers	24	19%
Stationery shop	39	31%
Retailers	3	2%
Total	126	100%

Inference:

From the above table, it is said that 48% of customers responds to the Photoshop copier and 31% of customers responds to the stationery shop, and 19% of customers, responds to the computer centers, and 2% of customers responds to the retailers.

Figure - 1

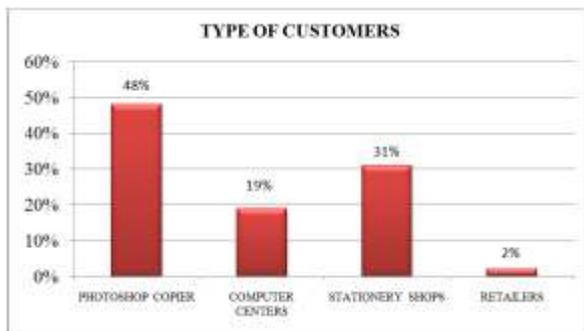


Table – 2: FACTOR INFLUENCING CUSTOMER DECISION

Factor influencing customer decision	No. of respondents	Percentage
Price	35	28%
Quality	48	38%
Brand	19	15%
Availability	24	19%
Total	126	100%

Inference:

From the above table, it is said that 38% of customers responds to the influencing customer decision in Quality, and 28% of customers responds to the Price, and 19% of customers responds to the Availability, and 15% of customers responds to the TNPL.

Figure - 2



Table 3: SALES OF TNPL PAPER REFERENCE GSM

Sales of TNPL paper reference GSM	No. of respondents	Percentage
70GSM	42	33%
75GSM	46	37%
80GSM	38	30%
Total	126	100%

Inference:

From the above table, it is said that 37% of customers buy to the 75GSM of paper, and 33% of customers used to 70 GSM paper, and 30% of customers used to 80GSM of paper.

Figure - 3

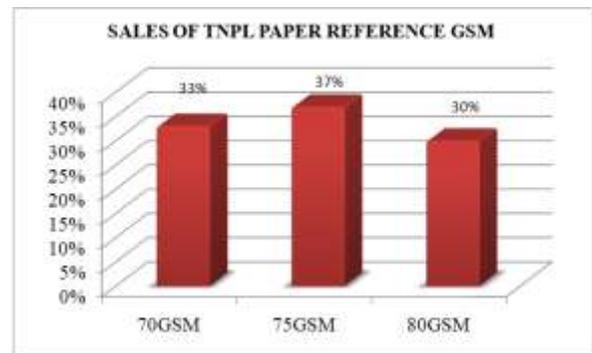


Table – 4: PRICING OF TNPL PRODUCT IS REASONABLE

Pricing of TNPL product is rea-	No. of respon-	Percentage
Strongly Agree	55	44%
Agree	53	42%
Neutral	18	14%
Disagree	0	0%
Total	126	100%

Inference:

From the above table, it is said that 44% of customers Reasonable for the copier is strongly agree, and 42 % of customers responds to the Agree, and 14% of customers responds to the Neutral, and 0% of customers responds to the Disagree.

Figure - 4



Table – 5: OVERALL CONDITION OF TNPL PRODUCTS

Overall condition of TNPL product	No. of respondents	Percentage
Excellent	52	41%
Good	46	37%
Neutral	28	22%
Poor	0	0%
Total	126	100%

Inference:

From the above table, it is said that 41% of customers feel about the overall copier is Excellent, and 37% of customers says the good, and 22% of customers says that neutral, and 0% of customers to the poor.

Figure-5



Table -6: PURCHASING OF TNPL PAPER

Purchasing of TNPL copier	No. of respondents	Percentage
Credit	0	0%
Cash	126	100%
Total	126	100%

Inference:

From the above table, is it said that 100% of customers purchase to the paper in Cash, and 0% of customers to purchase to the Credit.

Figure - 6

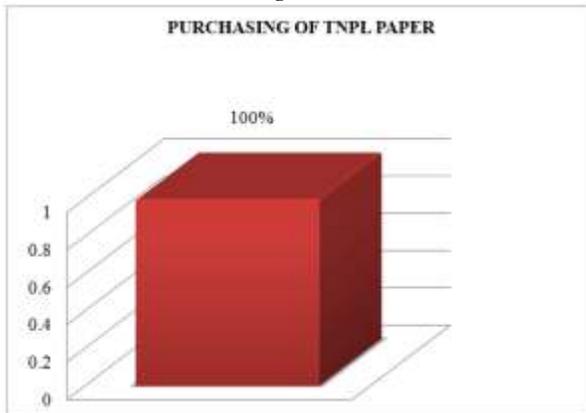


Table - 7: QUALITY OF THE PRODUCTS

Quality of the product	No. of respondents	Percentage
Highly satisfied	50	40%
Satisfied	38	30%
Moderate	36	29%
Dissatisfied	2	1%
Total	126	100%

Inference:

From the above table, it is said that 40% of customers says that Quality of the copier is highly satisfied, and 30% of customers says that satisfied, and 29% of customers says that moderate, and 1% of customers says that dissatisfied.

Figure - 7



Table -8: AVAILABILITY OF TNPL PRODUCTS IN SUPERMARKETS, STORE, STATIONARY ETC.,

Availability	No. of respondents	Percentage
Very good	53	42%
Good	38	30%
Neutral	35	28%
Poor	0	0%
Total	126	100%

Inference:

From the above table, it is said that 42% of customers says that Availability of the copier is highly satisfied, and 30% of customers says that Availability is satisfied, and 28% of customers says that Availability is Moderate, and 0% of customers says that Availability is dissatisfied.

Figure - 8

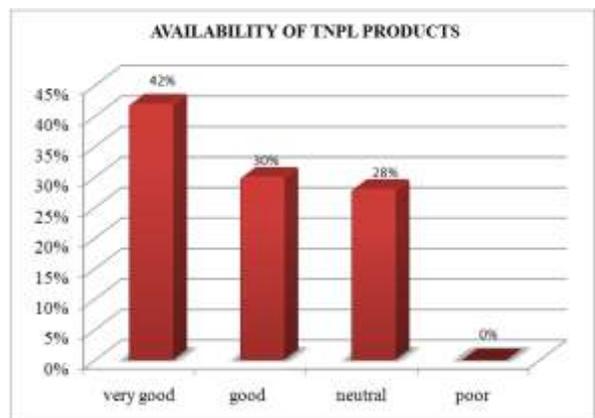


Table - 9: KNOWING ABOUT THE TNPL PRODUCT

Knowing about the TNPL product	No. of respondents	Percentage
Friends	64	51%
Relatives	62	49%
Advertisement	0	0%
Newspaper	0	0%
Total	126	100%

Inference:

From the above table, it is said that 51% of customers about that the copier is Friends, and 49% of customers says that about that the copier is Relatives and 0% of customers says that the copier is Advertisement, and 0% of customers says that the copier is Newspaper.

FIGURE-9



Table – 10: REASON TO BUYING TNPL PRODUCT

Reason to buying TNPL product	No. of respondents	Percentage
Paper quality	27	22%
Price low other products	22	17%
Product availability	14	11%
Design and packing	19	15%
Delivery time	20	16%
All the above	24	19%
Total	126	100%

Inference:

From the above table, it is said that 22% of customer says that Reason to buy a product is paper quality, and 19% of customers says that the product is All the above, and 17% of customers says that Price low other products, and 16% of customers says that Delivery time, and 15% of customers says that Design and packing, and 11% of customers says that Product Availability.

Figure – 10



ASSOCIATION BETWEEN QUALITY OF TNPL PRODUCTS AND YEARS OF UTILIZATION OF TNPL PRODUCTS

Null Hypothesis (H₀): There exists no significant association between Quality of TNPL Products & Years of utilizing of TNPL product.

Alternative Hypothesis (H₁): There exists significant association between Quality of TNPL Products & Years of utilizing of TNPL product.

TABLE: 11

Quality of TNPL Products	Highly satisfied	Satisfied	Moderate	Dissatisfied	Total
Years of Utilization					
Below 3 yrs	25	9	4	1	39
4-5 yrs	7	6	9	1	33
5-8 yrs	6	8	9	-	23
Above 8 yrs	13	4	14	-	31
Total	51	37	36	2	126

Chi-square test = $\sum (O-E)^2/E$

Calculated value = 22.07

Degree of Freedom = 9

The table value at 5% level of significance is 16.919

As, Calculated value > Tabulated value, Alternative Hypothesis is accepted.

Hence there exists a significant association between Quality and Utilizing for customer satisfaction of paper Industry.

ASSOCIATION BETWEEN PRICE OF TNPL PRODUCT AND ITS AVAILABILITY OF TNPL PRODUCT

Null Hypothesis (H₀): There exists no significant association between Price of TNPL product and Availability of TNPL product.

Alternative Hypothesis (H₁): There exists significant association between Price of TNPL product and Availability of TNPL product.

TABLE: 12

Price of TNPL product	Strongly Agree	Agree	Neutral	Strongly Disagree	Total
Availability of paper					
Highly Satisfied	25	12	18	-	35
Satisfied	20	23	10	-	53
Neutral	8	5	7	-	18
Dissatisfied	-	-	-	-	0
Total	53	38	35	-	126

Chi-square test = $\sum (O-E)^2/E$

Calculated value = 5.28

Degree of Freedom = (c-1)(r-1) = 9

Therefore, the table value at 5% level of significance is 16.919
As, Calculated value < Tabulated value, Null Hypothesis is accepted.

Hence there exist no significant association between Price of TNPL product and availability of TNPL product in Customer Satisfaction of paper Industry.

CONCLUSION:

Finally I conclude that, customer satisfaction is the most important factor to be consider in all the companies. From this study I obtained that most of the customers prefers TNPL products because of high quality and reasonable price.

REFERENCE

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