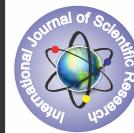


A STUDY ON CUSTOMER SATISFACTION AND AWARENESS TOWARDS PERIYAR VERMICOMPOST, THANJAVUR



Marketing Management

KEYWORDS: Periyar Vermicomposting, Customer Satisfaction, Thanjavur

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ABSTRACT

The main research that followed is to know customer satisfaction towards periyar vermicompost. The degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers

The research was conducted through collection of primary and secondary data. Secondary data was collected through visiting various websites. Primary data was collected through a well-framed questionnaire of which later a detailed analysis was done using various statistical. Interpretations were drawn for the analysis to help. We provide a satisfactory customer experience, certainable one which they are willing to repeat or to recommend.

2. INTRODUCTION:

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and service 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 exceeds specified satisfaction goals. It is seen as a key performance indicator within business and is often part of a balanced scorecard. In a competitive marketplace where business competes for customers, customer satisfaction seen as key differentiator and increasingly has become a key element of a business strategy. In researching satisfaction, firms generally ask customers whether their product 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 experience as less than satisfying

OBJECTIVES:

Primary objectives:

The primary objective of the study is to find out the customer satisfaction level of using Periyar Vermicomposting

Secondary objectives:

- To study on identify needs of the customer
- To study on find out the product quality, quantity compare with other fertilizers
- To study the know how people aware of periyar vermicomposting

3. REVIEW OF LITERATURE

According to Hasemark and Albinsoon (2004) cited in Singh "satisfaction is an overall attitude towards a product provider or an emotional reaction to the difference between what customers expect and what they actually receive regarding the fulfillment of a need".

Kotler (2000); Hoyar & Maclnnis also define satisfaction as a person's feelings of pleasure, excitement, delight or disappointment which results from comparing a products perceived Performance to his or her expectations. Zairi (2000) says that many studies have viewed the impact of customer satisfaction on repeat purchase, loyalty and retention and they have all echoed concern that customers who are satisfied are most likely to share their experiences with other people with regards to about five to six people.

Anderson (1997) examine the links between customer satisfaction and productivity the authors present a conceptual framework useful in resolving these changes in customer satisfaction Ciavolino & Dahlgard (2007) contend that service quality is the measure of service levels based to the attributes of the core product. Such attributes include; facility layout – display of products, clean environment, clear labeling. Other attributes can be location, process- queue man-

agement, waiting time, express checkouts, supermarkets operation hours, delivery time.

According to Inman et al (2009) a grocery store is described as a place of sensory stimuli where consumers find colorful product displays coupled with fruits and flowers with perfectly displayed packages of snacks and advertisements covering the floor. The further argue that some customers then use the in store stimuli as cues to remind them of what groceries they need and also assert that certain consumers enter shops without the intention of buying certain goods but end up buying a particular set of goods because the in store stimuli has triggered unrecognized needs and desires leading to in store decision making. Seth et al (2008) analyzed that there is relative importance of service quality attributes and showed that responsiveness is the most importance dimension followed by reliability, customer perceived network quality, assurance, convenience, empathy and tangible.

Kanj and Wallace (2000) recognize customer as economic assets when a customer recognizes quality, it is reflected in customer satisfaction, customer satisfaction in turn, can lead to increased revenue, But for a business to be successful in the long run. Samuel (2002) observed that most of the respondents consider size, quality, price, instrument servicing are an important factors for selecting the handset while majority of the respondents are satisfied over the payment system, quality of services, coverage area and the process of attending the complaints regarding their service provider. Broween and Chen (2001) develop and implement a method for hotels to identify attributes that will increase customer loyalty, based on surveys from helen guests the results verify that customer satisfaction, does not equal customer loyalty

4. RESEARCH METHODOLOGY

4.1 Statement of the problem:

To increase the customer buying power & find satisfaction level

4.2 Scope of the study:

- The research measures the experiences of customers
- Gains insights into customer expectations
- To raise awareness of the benefits of consumer participation
- To provide to services on how to implement consumer participation

4.3 Research design:

4.3.1 Sampling technique: Convenient sampling

4.3.2 Population: Thanjavur villages

4.3.3 Method of data collection: The technique that was used by research for collecting primary data was direct interview for that a questionnaire has been prepared

4.3.4 Sample size: Sample size is 115

4.4 Limitations:

- Customer is only farmer
- Interview in phone, so lengthy questions cannot be asked
- To collect the missed information by phone

5. DATA ANALYSIS & INTERPRETATION

TABLE 1: USING VERMICOMPOST

Attributes	No. of respondents	Percentage
Yes	115	100
No	0	0
Total	115	100

Interpretation: From the above table it is clear that, 100% respondent's using vermicompost

FIGURE: 1

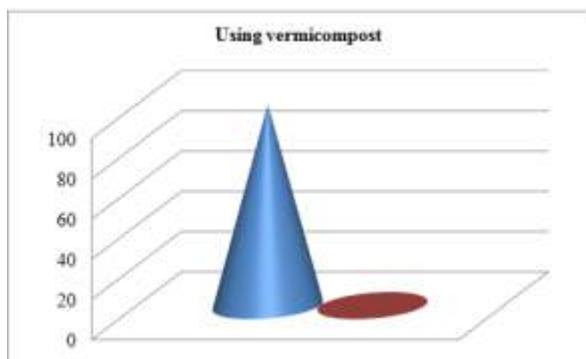


TABLE 2: USING PERIYAR VERMICOMPOST

Attributes	No. of Respondents	Percentage
Yes	115	100
No	0	0
Total	115	100

Interpretation: From the above table it is clear that, 100% respondent's using Periyar Vermicompost

FIGURE: 2

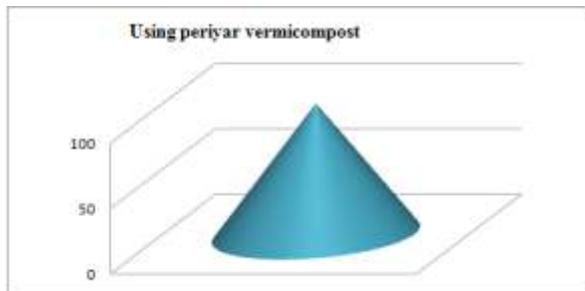


TABLE 3: STRENGTH OF PERIYAR VERMICOMPOST

Attributes	No. of Respondents	Percentage
Good raw material using	30	26
Good quality	18	16
Soil fertility improve	38	33
Yield increase	29	25
Total	115	100

Interpretation: From the above table it is clear that, 26% respondents says good raw material using, 16% respondents says good quality, 33% respondents says soil fertility improve, and 25% respondents says yield increase.

FIGURE: 3

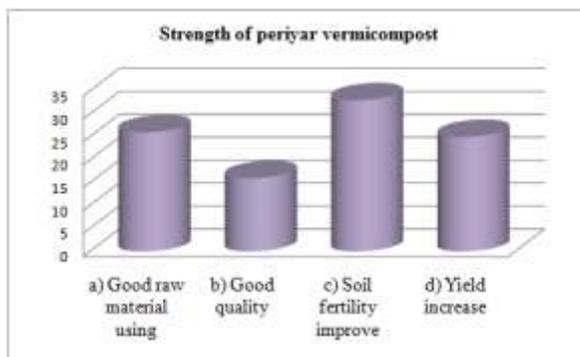


TABLE 4 - INTEREST IN PURCHASING PERIYAR VERMICOMPOST

Attributes	No. of Respondents	Percentage
Very interesting	14	12
Interested	88	77
Neutral	12	10
Uninterested	1	1
Total	115	100

Interpretation:

From the above table it is clear that, 12% respondents says very interesting, 77% respondents says interested, 10% respondents says neutral, and 1% respondents says uninterested

FIGURE: 4 - INTEREST IN PURCHASING PERIYAR VERMICOMPOST

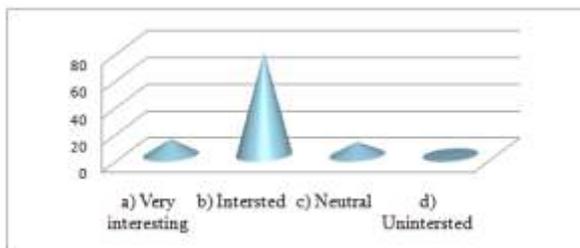


TABLE 5: LIKE TO BUY AGAIN IN PERIYAR VERMICOMPOST

Attributes	No. of Respondents	Percentage
Definitely will	34	29
Probably will	77	67
Probably will not	3	3
Definitely will not	1	1
Total	115	100

Interpretation: From the above table it is clear that, 29% respondents says definitely will, 67% respondents says probably will, 3% respondents says probably will not, and 1% respondents says definitely will not.

FIGURE : 5 - LIKE TO BUY AGAIN IN PERIYAR VERMICOMPOST

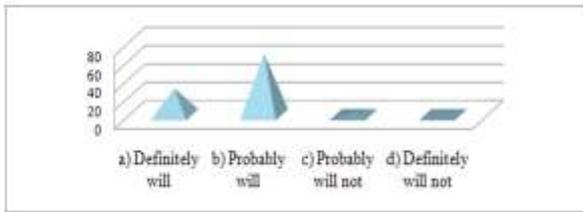


TABLE 6: SERVICE NEEDS UNDERSTANDING AT PERIYAR VERMICOMPOST

Attributes	No. of Respondents	Percentage
Strongly agree	26	22
Agree	86	75
Disagree	3	3
Strongly disagree	0	0
Total	115	100

Interpretation: From the above table it is clear that, 22% respondents says strongly agree, 75% respondents says agree, 3% respondents says disagree, and 0% respondents says strongly disagree

Figure 6: SERVICE NEEDS UNDERSTANDING AT PERIYAR VERMICOMPOST

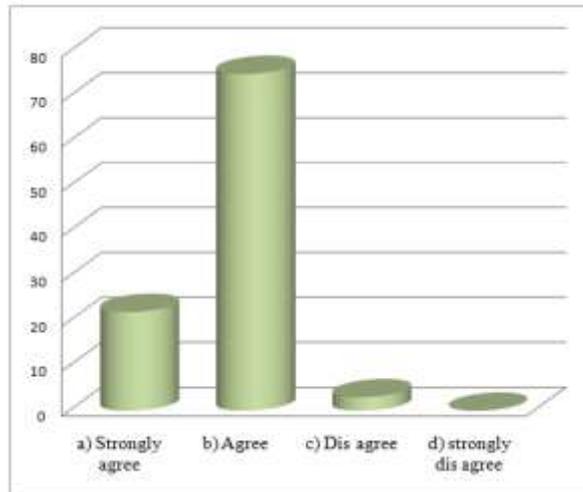


TABLE 7: SATISFIED OF SERVICE IN PERIYAR VERMICOMPOST

Attributes	No. of Respondents	Percentage
Yes	115	100
No	0	0
Total	115	100

Interpretation: From the above table it is clear that, 100% respondents says satisfied of service

FIGURE 7: SATISFIED OF SERVICE IN PERIYAR VERMICOMPOST

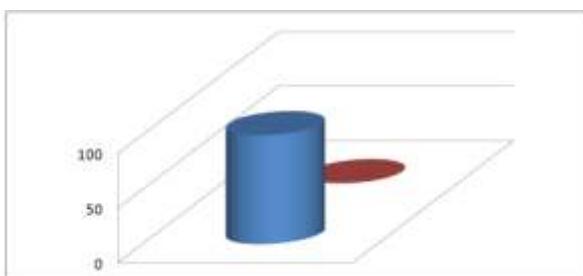


TABLE 8: HOW LONG USING PERIYAR VERMICOMPOST

Attributes	No. of Respondents	Percentage
For less than 1 month	25	22
For 1-6 months	47	41
For 7 m to 1 yr	43	37
For 1-3 yr	0	0
Total	115	100

Interpretation:

From the above table it is clear that, 22% respondents says for less than 1 month, 41% respondents says for 1 to 6 months, 37% respondents says for 7 months to 1 yr

FIGURE 8: HOW LONG USING PERIYAR VERMICOMPOST

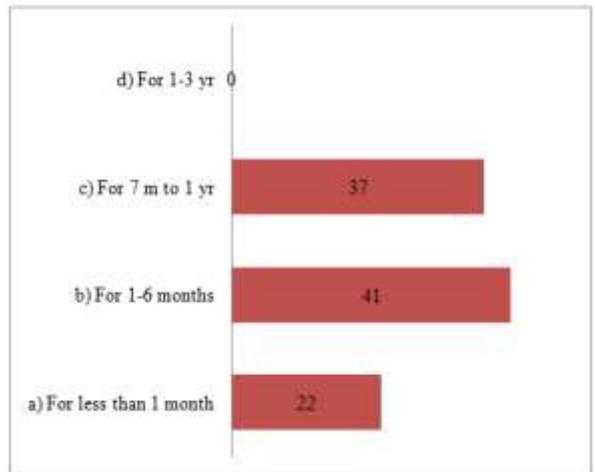


TABLE 9: METHOD OF PURCHASE

Attributes	No. of Respondents	Percentage
Phone	41	36
Online	0	0
In person	64	55
Others in store	10	9
Total	115	100

Interpretation: From the above table it is clear that, 36% respondents says phone, 55% respondents says in person, 9% respondents says others in store

FIGURE 9: METHOD OF PURCHASE

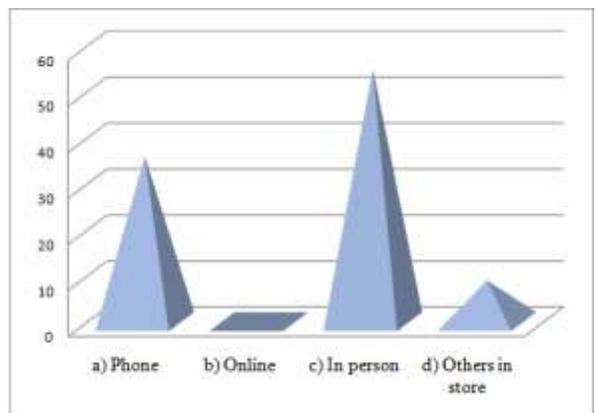


TABLE 10: METHOD OF PAYMENT

Attributes	No. of Respondents	Percentage
Cash	71	62
Cheque	15	13
Credit card	26	23
Debit card	3	3
Total	115	100

Interpretation: From the above table it is clear that, 62% respondents says cash, 13% respondents says cheque, 23% respondents says credit card, and 3% respondents says debit card

FIGURE 10: METHOD OF PAYMENT

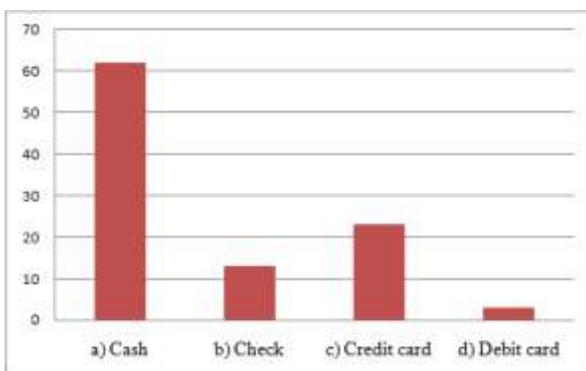


TABLE 11 - FEEL AFTER BUYING PERIYAR VERMICOMPOST

Attributes	No. of Respondents	Percentage
Feel very satisfied	10	9
Satisfied	93	81
Neutral	12	10
Dissatisfied	0	0
Total	115	100

Interpretation: From the above table it is clear that, 9% respondents says feel very satisfied, 81% respondents says satisfied, 10% respondents says neutral, and 0% respondents says dissatisfied

FIGURE 11 - FEEL AFTER BUYING PERIYAR VERMICOMPOST

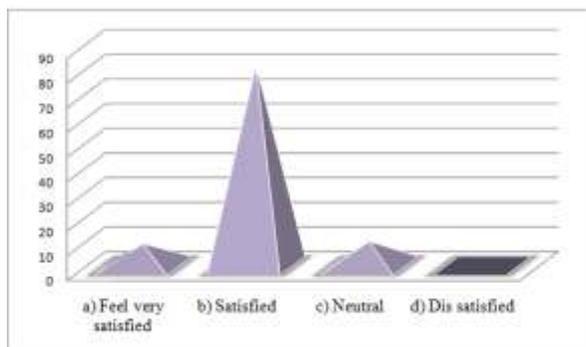


TABLE 12: PRODUCT COMPARE WITH OTHER FERTILIZERS

Attributes	No. of Respondents	Percentage
Good	66	57
Normal	46	40
Not good	2	2
Poor	1	1
Total	115	100

Interpretation:

From the above table it is clear that, 57% respondents says good, 40% respondents says normal, 2% respondents says not good, and 1% respondents says poor

FIGURE 12: PRODUCT COMPARE WITH OTHER FERTILIZERS

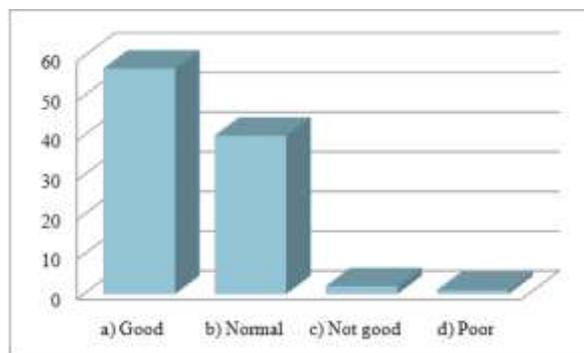


Table 13: RECOMMEND PERIYAR VERMICOMPOST

Attributes	No. of Respondents	Percentage
Yes	115	100
No	0	0
Total	115	100

Interpretation:

From the above table it is clear that, 100% respondent's says recommend periyar vermicompost

FIGURE 13: RECOMMEND PERIYAR VERMICOMPOST

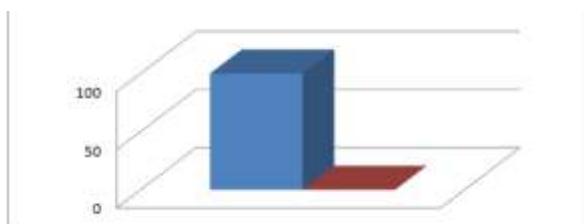


TABLE 14: PROVIDING EFFECTIVE SERVICE

Attributes	No. of respondents	Percentage
Fast service	89	77
Slow service	22	19
Not sufficient service	4	4

Interpretations:

From the above table it is clear that, 77% respondents says fast service, 19% respondents says slow service, 4% respondents says not sufficient service, and 0% respondents says not good service

FIGURE 14: PROVIDING EFFECTIVE SERVICE

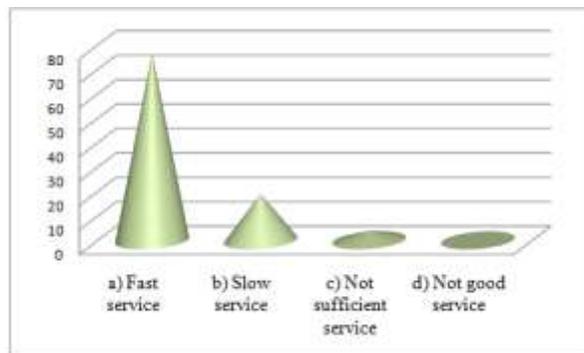


TABLE 15: WAITING FOR A LONG TIME AT DELIVERY SECTION

Attributes	No. of respondents	Percentage
Yes	40	35
No	75	65
Total	115	100

Interpretation:

From the above table it is clear that, 35% respondent's says waiting for a long time, 65% respondents says no

FIGURE 15: WAITING FOR A LONG TIME AT DELIVERY SECTION

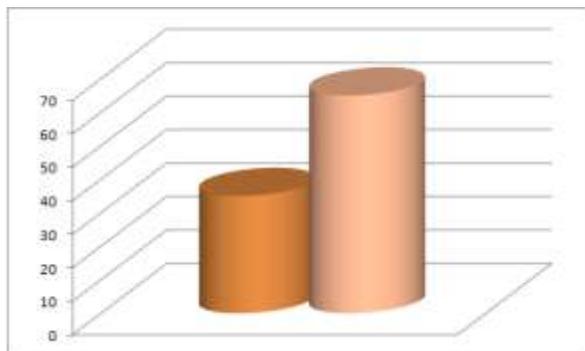


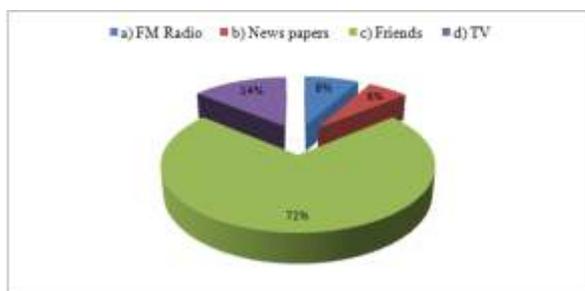
TABLE 16: SOURCE OF INFORMATION ABOUT PERIYAR VERMICOMPOST

Attributes	No. of Respondents	Percentage
FM Radio	9	8
News papers	7	6
Friends	83	72
TV	16	14
Total	115	100

Interpretation:

From the above table it is clear that, 8% respondents says Fm radio, 6% respondents says news papers, 72% respondents says friends, and 14% respondents says

FIGURE 16: SOURCE OF INFORMATION ABOUT PERIYAR VERMICOMPOST



SUGGESTIONS:

For promoting the vermicompost may reduce the target amount for their farmer in their promotional. Most of the farmers in un progressive farmers and they cannot earn more income. So the yield has been reduced. Because not awareness of the vermicompost. Hence for advertisement in increase. Direct contact the farmers and village meeting and posts, radio, and TV advertisement.

5.CONCLUSION

According to the study conducted it shows from the analysis and findings that majority of the customers are satisfied with the periyar membership. But some of the customers are getting problems to reach the periyar vermicompost. So promoting some advertisement.

REFERENCE

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