

A STUDY ON CUSTOMER PREFERENCES TOWARDS VASAN EYE CARE, THANJAVUR



Marketing

KEYWORDS: Customer Satisfaction, Vacant Eye Care, Medical Accessories.

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ABSTRACT

A study of the customer satisfaction towards at vacant eye care hospital is an process which is very useful to monitor the current status about the public image of the vacant eye care hospitals, Here the survey report should examine the results about customer satisfaction on the eye care services around the Thanjavur city, because the new inline services obviously makes only for surrounding people who are living nearer to Vacant Eye care located area. The customer satisfaction is one the major key point to develop their business and sales growth sufficiently; also it's a better idea to understand the current status of vacant eye care hospitals and its activities. Actually the survey about the customer satisfaction level is about identifying the customer needs and understanding their sense depending upon our services. Most of the terms about customer satisfaction survey plan identifies the customer needs to elaborate Vasan eye care service oriented plans as much better from the current level. Also the customer satisfaction analysis is useful to focus on competitor's activities to develop our public image effectively compare with others. The project study aims at understand the customer satisfaction about our eye care services. The tools used for analysis of this research are simple percentage analysis and Chi-square test. By important the study report gives a moral support to updates the current status of vacant eye care internal activities towards the promotion and development.

2.INTRODUCTION

Customer satisfaction is a business term which is used to capture the idea of measuring how satisfied an enterprise's customers are with the organization's efforts in a market place. Every organization has customers of some kind. The organization provides products of some kind t its customers through the mechanism of a marketplace. The products the organization provides are subject to competition whether by similar products or by substitution products.

Whether the buyer is satisfied after purchase depends on the offer's performance in relation to the buyer's expectations. In general, satisfaction is a person's feeling of pleasure (or) disappointment resulting from comparing a products perceived performance in relation to his or her expectations. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectation the customer is highly satisfied delighted the link between customer satisfaction and customer loyalty is not proportional.

3.LITERATURE REVIEW

Schiffman and Kanuk (2004) defines customer satisfaction as "The individual's perception of the performance of the product or service in relation to his or her expectations".

Rahunath (2009) has conducted a research to analyze the marketing of labor Soap Company in kumbakonam city but here nearly 95% of the business growth and marketing based on the customer satisfaction on the product quality and its worth. The study normally gives the better ideal to enhance the business development by the ways of direct marketing in the demonstration of the quality of soaps in rural areas. The important segment has find from here, the role of marketing process has increased the sales ratio, For this purpose a sample of 250 family members was used to get marketing data report on the basis of how the product supports to fulfill their needs.

Anuradha (2010) conducted a research to analyze the customer satisfaction level in the service Malar Hospital Chennai. For this purpose a sample of n number of patients was used to get satisfaction level data report on the basis of how the hospital attracted themselves. Data were analyzed using descriptive statistics such as frequencies and percentages to present the main characteristics of the sample. Results showed that the customer satisfaction is only the key point to enhance the hospital promotion confidentially.

Palanivel (2011) has conducted a research to determine the growth

and efficiency of business through the customer satisfaction about the service. The hospitality is a great service oriented business in the real world, here the people expects more kindness from the employees so that here we need to maintain rich level of customer satisfaction, so the research fully monitored the customer satisfaction on high proficiency. The result shows and proof nearly every business will benefit from having a high level of customer support but it's based on the satisfaction level of service from the us.

Shanthini (2012) has done an exploratory study research with Vijayan Eye care hospital. During the study period they have given extraordinary support about customers also they co-operated well and answered have best of their knowledge. This research helped the researcher for gaining practical experience is conductivity on service satisfaction. The major findings of this research have concluded the main aspects of customer satisfaction level.

Vignesh (2013) conducted a research to analyze the different types of customers in Kannan eye hospital in Kumbakonam. For this purpose author took a sample of men and women from different categories from a survey of professionals in Kumbakonam conducted in 2012. The information collected with the help of questionnaires which was the author defined. The results showed that there are rich liability presents by the way of services in hospitals. The research holder concluded that the most important factors that the kindly approach of working professionals in hospital.

Naveen (2014) conducted a research with Dental Hospital customers. During the study period the customer have co-operated well and answered have best of their knowledge. This research helped the researcher for gaining practical experience is conductivity on service satisfaction. The major findings of this research are that the satisfaction level of customers in all situation, also it is found that the customer feel about prominent service of dental hospitals.

4.RESEARCH METHODOLOGY

4.1 OBJECTIVES OF THE STUDY

1. To understand the customer preferences of Vasan eye care in tanjore.

4.2 STATEMENT OF THE PROBLEM

vasan eye care world's largest eye care hospital, it has many number of clinics available around the world, they have clinics that specialize in specific eye conditions . Vasan eye care expertise spans across 38

eye care specialties in tamilnadu - India. Vasan Eye Care is the only destination in India who does this services (Eye Specialist) and one among only 4 across the globe. There are Many other eye Specialties but Vasan eye care Main Specialty is customer care satisfaction .The survey report has to examine the current customer satisfaction level the level of customer satisfaction with the help of vasan eye care address the shortfalls.

4.3 SCOPE OF STUDY

The project is to identify the “Customer satisfaction towards Vasan eye care services” keeping this objective in mind, question was framed to elicit information that provided us with the required answer. The collected data is analyzed in a systematic order to find the consumer preferences for enabling the organization to achieve its long run objective of maintaining the satisfaction.

4.4 RESEARCH DESIGN

Research is under taken with the idea to know about the customer satisfaction in Vasan eye care, Thanjavur .

Sampling techniques: The Sampling technique adopted for this study is simple random sampling.

Sample Size: The size of sample taken for this study is 104.

4.5 Method of Data Collection: The Researcher has collected the primary data through the questionnaire. The questionnaire was distributed directly by the researcher to their customers.

4.6 Tools for analysis:

- Simple Percentage Analysis
- Chi-Square

5. LIMITATION OF STUDY

- Accuracy of figures and data are subject to the customer's statements and views. However an attempt was made to get as much genuine information as possible.
- The project was based on findings of data collected from Thanjavur only; it may not be possible to generalize the study from various towns and cities in India.
- Though the number of customers is many only limited number of customers were surveyed considering the time and cost available at the disposal.

6. DATA ANALYSIS AND INTERPRETATION

TABLE1: PREFERRED SERVICES AT VASAN EYE CARE

Preferred Service	No Of respondents	Percentage
Various type of eye problem	42	41%
Headache subject to eye problem	28	27%
Purchasing contact lens	16	15%
Eye checkup	18	17%
Total	104	100%

INTERPRETATION

Among the 104 respondents, 41% of respondents prefer vasan eye care for Eye problem, 27% of respondents prefer for Head Ache, 15% of respondents prefer for buying contact lenses, 17% of respondents prefer for EYE CARE.

FIGURE 1

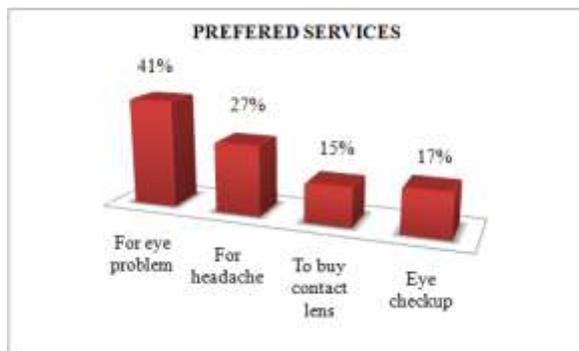


TABLE2: OVERALL SATISFACTION

Overall satisfaction	No Of respondent	Percentage
Excellent	12	11%
Very good	66	65%
Fair	20	19%
Poor	6	5%
Total	104	100%

INTERPRETATION

Among the 104 respondents, 11% of respondents rate the satisfaction level is Excellent, 65% of respondents rate the satisfaction level is Very Good, 19% of respondents rate the satisfaction level is Good, 5% of respondents rate the satisfaction level is poor.

FIGURE 2

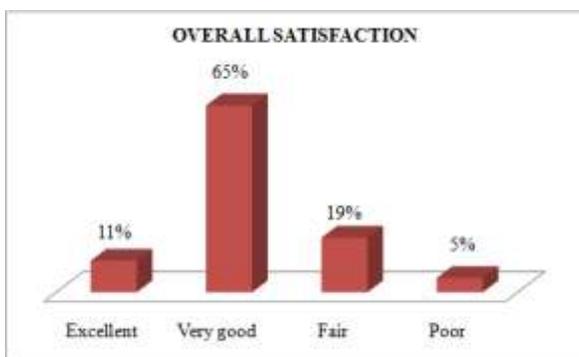


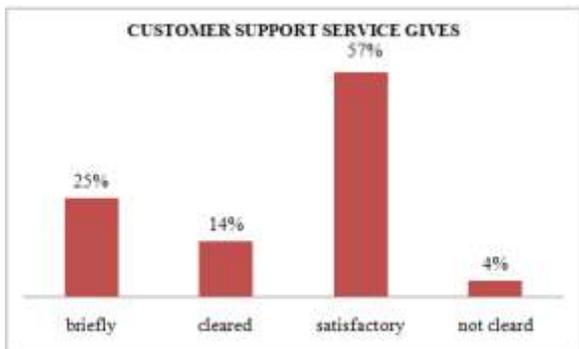
TABLE3: CUSTOMER SUPPORT SERVICE

customer support service gives	No Of respondent	Percentage
briefly	26	25%
clear	15	14%
satisfactory	58	57%
not clear	5	4%
Total	104	100%

INTERPRETATION

The table no 3 content, reveals that the customer support to the service, among the 104 respondents, 25% of respondents got the information briefly, 14% of respondents says its not cleared, 57% of respondents says it is satisfactory, 4% of respondents says it is not cleared.

FIGURE 3



ASSOCIATION FOR RELATIONSHIP BETWEEN SATISFACTION WITH OPTICAL AND THE OVERALL SERVICE

Null Hypothesis (H₀): There is no significant association between optical and customer satisfaction with overall satisfaction with the vasan eye care.

Alternative Hypothesis (H_a): There is significant association between optical and customer satisfaction with overall satisfaction with the vasan eye care.

Optical	Fully satisfied	Just satisfied	Not satisfied	dissatisfied	Total
Overall satisfaction					
Satisfied	9	29	2	1	41
Very good	3	35	12	1	51
Fair	0	2	5	3	10
poor	0	0	1	1	2
Total	12	66	20	6	104

Calculated value = 39.2505
 Degree of Freedom = 9
 At 5% of significant level the table value is =16.919
 Calculated value > Table Value
 39.2505 > 16.919

INFERENCE:
 There is significant association between optical and customer satisfaction with overall satisfaction with the vasan eye care. So Null hypothesis (H₀) is rejected & Alternative hypothesis is accepted

ASSOCIATION BETWEEN THE NUMBER OF YEARS PERSON IS RECEIVING SERVICE AND THE SERVICES BASED ON MONEY VALUE

Null Hypothesis (H₀): There is no significant association between number of years a person is receiving service and the services based on money value.

Alternative Hypothesis (H_a): There is significant association between number of years a person is receiving service and the services based on money value.

Services of VEC	Less than year	1 year	2 year	Less than 5year	Total
Money value					
Excellent	2	21	11	3	37
Average	1	23	5	3	32
Good	1	17	8	0	26
Poor	1	2	5	1	9
Total	5	63	29	7	104

Calculated value =52.189
 Degree of Freedom = 9
 At 5% significance level the table value is 16,919
 Calculated value > Table value
 52.189 > 16,919

INFERENCE:
 There is significant association between number of years a person is receiving service and the services based on money value. So Null hypothesis (H₀) is rejected & Alternative hypothesis is accepted.

7. Conclusions
 This study was done to measure the customer satisfaction at vasan eye care,tanjavar.The study included the quality ,pricing, medication & consulting of the service provided by vasan eye care towards their customer. The study concludes that customers are very pleased towards the service provided & vasan eye care has a good opportunity to expand its franchise.

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