

TO STUDY THE AFTER SALES SERVICE OFFERED TO CUSTOMER WITH REFERENCE TO VERMICOMPOST PRODUCED AT PMU



Marketing

KEYWORDS: Vermicompost, Customer Satisfaction

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ABSTRACT

In this descriptive research design has adopted. Descriptive design means to identify the problem; collect the necessary data related to the problem analyze the data and bring it into a conclusion. Data sources are primary and secondary. Survey is done through directly in person.

Information collected was based on primary and secondary data. A structured questionnaire was given to the customer to analyze their satisfaction. A sample size of 102 was chosen from the population of 550 for this purpose systematic random method was used.

Secondary data was collected through company manuals and books relevant to the topic. Percentage analysis. Weighted average analysis and chi-square test was done to analyze the result of the survey and were tabulated and interpreted using pie charts.

About 90% of the customers are with the product provided by the company. Finally the researcher has also given suggestions and conclusion at the end.

INTRODUCTION

Customer satisfaction is not an objective statistic but more of feeling or attitude through sales. Customer satisfaction is aimed at promoting the physical, psychological and attitude on commitment reflected in the expressed care for customer of all types.

Customer satisfaction can observe, experienced and enjoyed. But it's more difficult to measure. The present study is customer satisfaction towards Vermicompost with reference to "PMU" customer satisfaction serves as an opening for the customer to come out with their perception about the scheme and their satisfaction level.

COMPANY PROFILE

Periyar Maniammai University has its origin from Periyar Maniammai College of technology for women established in 1998, by Periyar Maniammai Educational and charitable society Chennai-7. Named after the great social reformers of the twentieth century, EV.Ramasamy, fondly known as Thanthai Periyar and his philanthropic wife Annai Maniammaiar, the Periyar Maniammai College of technology for women has its credit of being the first women's engineering college in the world. The primary object of the college was on institutionalizing the lofty ideals of Periyar by paving the way for women's emancipation by providing increased access to higher education in science and technology and encouraging their participation in social, national and global development

Considering its academic excellence in teaching, research and extension programmes and many socially relevant projects, the Government of India/MHRD has conferred the status of University on the college Under section 3 of the UGC Act, 1956 on the recommendation of the UGC, New Delhi on August 17, 2007 Periyar Research organization for biotechnic and ecosystem (PROBE) is one of the department of Periyar Maniammai University

PERIYAR RESEARCH ORGANSATION FOR BIOTECHNIC AND ECOSYSTEM(PROBE)

This extension wing was started in the year 1996 with a prime focus on the development of environment through afforestation and biotechnology-based wasteland development activities

It has developed agro-modules in different localities to provide hands-on training in various agro techniques. These satellite farms also serve as employment – generation opportunity for the local people

The model farms included

PERIYAR VERMICOMPOST PRODUCTION UNIT

- Vermicompost Unit with 300-bods & 10T worms
- 50 tones vermicompost per month
- Trials on going
- Different agro wastes for composting using vermin culture
- Decomposed night soil from biogas plant on earthworm multiplication rate
- Vermicompost application in controlling the soil bore termites
- Enrichment of vermicompost for volume reduction and pelletizing for easy handling
- Animal wastes as plant promoters
- 500 tones of vermicompost to product and sales per year

KVIC – BIOMANURE REGIONAL EXTENTIONS CENTER

This center was established under Rural Employment Generation programme of the khadi and village Industries commission (KVIC) in Biotechnology in 2002. This is one of the three centre's functioning in Tamilnadu

- Conducts regular awareness camps and Entrepreneur Development Programmers in bio-manure production to the farmers and aspiring entrepreneurs, six awareness programmes and two EDPs has been conducted so far
- Helps to popularize domestic biogas plants in rural areas, An integrated approach, the households with cattle are encouraged to install biogas plants. Training is given to the members to converts the spent slurry in to value-added vermicompost. For this all the KVIC schemes are explained to the community and subsidy is arranged

SCOPE OF THE STUDY

- This study mainly focuses on the satisfaction level of the customer. It has several branches outside Chennai.
- The main aim is to focus on customer satisfaction towards Sales and Quality of Vermicompost.
- This study helped me in finding out the extent to which the services of Vermicompost have been beneficial to the customer.

OBJECTIVE OF THE STUDY

Primary objective:

- To understand the satisfaction of the customer of PMU.

Secondary objectives:

- To analyze and evaluate the satisfaction of the customer of PMU.
- To measure the extent to which the after service have been bene-

fited to the customer.

- To provide information regarding free features to automobile components.
- To guide the customer regarding cool option and great benefits
- To collect information from the customer for the improvement of services.

RESEARCH METHODOLOGY

RESEARCH DESIGN

Decision regarding what, when, where, how, much, by what concerning an inquiry or a research study constitutes a research design. A research design is the arrangement of condition for collection and analysis of data in manner that aims to combine relevance to the research purpose with economy in procedure.

Research design needed because it facilitates the smooth sailing of the various research operations there by making research as efficient as possible yielding maximal expenditure of effort, time, and money. There are many kinds of research design namely exploratory, diagnostic, descriptive, hypothesis testing etc.

DATA COLLECTION METHOD:

The information in research is called as data. The data has been collected through the following resources.

POPULATION:-

The population is a specific group of people firms, conditions, activities etc. which form the pivotal point of research project – the survey has been conducted through direct customers.

SAMPLE SIZE:-

The unit which is selected from population is called sample size. The sample size of the study is 100.

LIMITATIONS

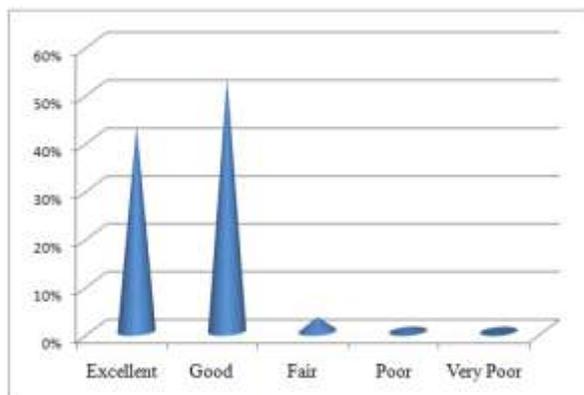
- Chances of personal bias while answering the questions. Results may lacks accuracy.
- No proper understanding of services rendered by the product.
- Good response was not obtained in open – end questions.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: HOW GOOD VERMICOMPOST ARE PREPARED?

Particulars	No. of Respondents	% of respondents
Excellent	44	43%
Good	54	53%
Fair	3	3%
Poor	1	1%
Very Poor	0	0
Total	102	100

FIGURE 1: HOW GOOD VERMICOMPOST ARE PREPARED?



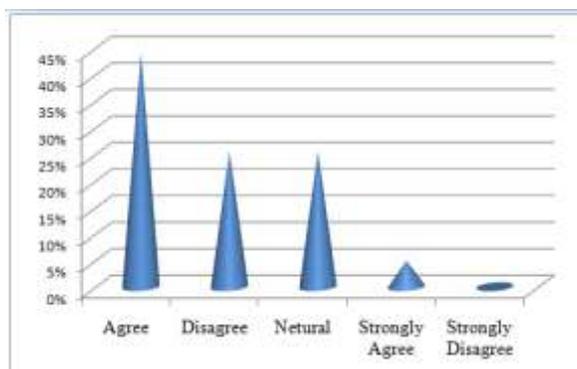
INFERENCE:

The above table shows that 43% of respondents are said that the Compost are prepared in Excellent way, 54% of respondents said Good & balance said as fair.

TABLE 2: CAN WE USE COCONUT COIR INSTEAD OF COW DUNG IN PREPARING VERMICOMPOST IN PMU

Particulars	No. of Respondents	% of respondents
Agree	45	45
Disagree	26	25
Netural	26	25
Strongly Agree	5	5
Strongly Disagree	0	0
Total	102	100

FIGURE 3: CAN WE USE COCONUT COIR INSTEAD OF COW DUNG IN PREPARING VERMICOMPOST IN PMU



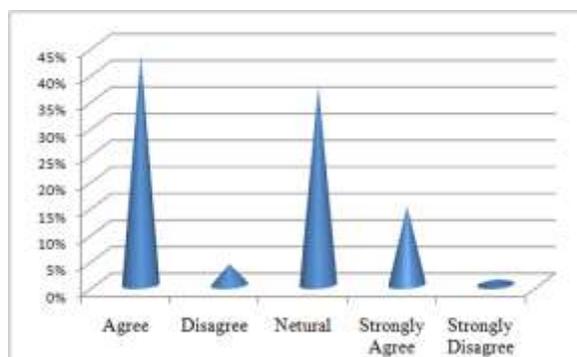
INFERENCE:

The above table shows that 45% of respondents agree that the Vermicompost will prepare using coconut coir instead of using cow dung & the balance % respondents said the disagree statement & Neutral Statement.

TABLE 3: FEEDBACK GIVEN BY FARMERS ARE POSITIVE

Particulars	No. of Respondents	% of respondents
Agree	44	43
Disagree	4	4
Netural	38	37
Strongly Agree	15	15
Strongly Disagree	1	1
Total	102	100

TABLE 3: FEEDBACK GIVEN BY FARMERS ARE POSITIVE



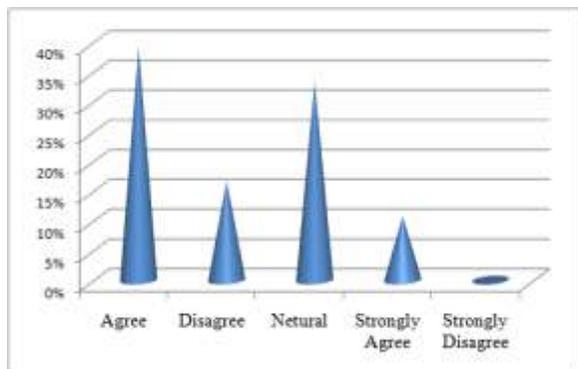
INFERENCE:

The above table shows that 45% of respondents agree that the farmer feedback is positive & the balance % respondents said the Neutral Statement & strongly disagree statement.

TABLE 4: DOOR DELIVERY AVAILABLE

Particulars	No. of Respondents	% of respondents
Agree	40	39
Disagree	17	17
Netural	34	33
Strongly Agree	11	11
Strongly Disagree	0	0
Total	102	100

FIGURE 4: DOOR DELIVERY AVAILABLE



INFERENCE:

The above table shows that 39% of respondents agree that the door delivery is available & the balance % respondents said the Neutral Statement, Disagree & strongly agree statement.

CONCLUSION:

There is an association between Employee satisfaction and Technolgy update for best result.

SUGGESTIONS

Certain suggestions made by the customers during the survey, were found to be worth considering for achieving customer satisfaction still further through PMU employees, So that the services as a whole in the long run may be achieved.

- The customer needs to increase the Quality level of the product.
- The customer expects the price to be in standard.
- The customer needs to develop the business.
- The customers need to make an improvement in the product development.
- The customer to be expects the well advanced delivery systems.

CONCLUSION

PMU is a organization is adopting government instructions and polices. Majority of the customers are satisfied, with the organizational set up, work environment, line of management, Brand Name, Services, Price, Quality etc. Organization can however, consider the suggestions made above, for further improvement of Customer's Satisfactions to yield overall growth for the Organization and Nation as a whole.

REFERENCE

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