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

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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.

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.

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 technology for women has its credit of being the first women’s engineering college.

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

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-
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?**

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No. of Respondents</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>44</td>
<td>43%</td>
</tr>
<tr>
<td>Good</td>
<td>54</td>
<td>53%</td>
</tr>
<tr>
<td>Fair</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>Poor</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Very Poor</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>102</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**INFEERENCE:**
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**

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No. of Respondents</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>45</td>
<td>45</td>
</tr>
<tr>
<td>Disagree</td>
<td>26</td>
<td>25</td>
</tr>
<tr>
<td>Neutral</td>
<td>26</td>
<td>25</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>102</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**INFEERENCE:**
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**

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No. of Respondents</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>44</td>
<td>43</td>
</tr>
<tr>
<td>Disagree</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Neutral</td>
<td>38</td>
<td>37</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>102</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**INFEERENCE:**
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.
Research Paper

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

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No. of Respondents</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>40</td>
<td>39</td>
</tr>
<tr>
<td>Disagree</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>Neutral</td>
<td>34</td>
<td>33</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>102</td>
<td>100</td>
</tr>
</tbody>
</table>

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 Technology 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