

A STUDY ON FACTORS INFLUENCING CUSTOMER SATISFICATION WITH SPECIAL REFERENCE TO MODERN PIPES AND INDUSTRIES

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ABSTRACT

This study aims to identify and analyze the multifaceted factors influencing customer satisfaction within Modern Pipes and Industries. By employing a comprehensive approach, this research examines several critical elements impacting customers' contentment with the company's products and services. Factors such as product quality, customer service efficiency, pricing strategies, brand reputation, delivery logistics, customization options, after-sales support, and effective communication channels are investigated. Through a combination of quantitative and qualitative methods, including surveys, and market analysis, this study delves into the perceptions, preferences, and experiences of Modern Pipes and Industries' clientele. The data collected will be analyzed to discern correlations, patterns, and key drivers affecting customer satisfaction levels. The outcomes of this research endeavor will provide Modern Pipes and Industries with valuable insights to enhance their strategies, processes, and offerings, ultimately aiming to optimize customer satisfaction and foster long-term relationships with their customer base.

KEYWORDS: Product Quality, customer service, customization

INTRODUCTION

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator with in business. In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element. Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product is perceived performance (outcome) in relation to his or her expectations. As this definition makes clear, satisfaction is a function of perceived performance and expectations, if the performance falls short of expectations, the customer is dissatisfied, if the performance exceeds the expectations, the customers are highly satisfied (or) delighted. Many companies are aiming for high satisfaction

because customers who are just satisfied are still find it easy to switch when a better offer comes along, those who are highly satisfied are much less ready to switch. High Satisfaction or delight creates an emotional affinity with the brand, not just a rational performance. The result is high customer loyalty. Here I Am Doing My Research MODERN PIPES and Customer Satisfaction.

REVIEW OF LITERATURE

Individual variation in the perception of saccharin has been related to genetic sensitivity to the bitterness of 6-n-propylthiouracil (PROP). But, data on other intense sweeteners are sparse, particularly when tasted in real foods. The objectives of this study were (1) to identify the sensory attributes of intense sweeteners that influenced perception and acceptability of citrus-flavored model soft drinks and (2) to investigate the influence of PROP taster status on these responses. The sweeteners were: 10% and 8% high-fructose corn syrup (HFCS) (controls), sucralose (SUC), aspartame (ASP), acesulfame-K (ACE), ASP/ACE and SUC/ACE. Twenty-nine PROP non-tasters (NT) and 30 PROP super-tasters (ST) rated nine attributes for intensity and liking. Data were analyzed using principal component analysis (PCA). The sweeteners were described in three dimensions. Factor 1 was a bitter-citrus contrast for which overall liking was associated with higher citrus impact and lower bitterness. Factors 2 and 3 were related to overall flavor and carbonation, respectively. The sensory profiles of ASP, ASP/ACE and SUC were most similar to 10% HFCS. SUC/ACE was more bitter and less acceptable than 10% HFCS; ACE was the most bitter and was liked the least. PCA also revealed that NT placed more emphasis on the perception of sweetness and citrus flavor (Factor 1; 37% variance), whereas ST tasters placed more emphasis on bitterness (Factor 1; 43% variance). Liking was uniquely related to lower bitterness for NT. For ST, liking was negatively related to bitterness and weakly positively related to persistence of sweetness. These data suggest that ST experience intense sweeteners differently than NT but these differences play a minor role in soft drink acceptance.

“Marketing is a social process by which individual and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with the others” _ PHILIP KOTLER “

Marketing is the business process by which products are matched with markets and through which transfers of ownership are affected” _ CONDIFF AND STILL

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. _American Marketing Association

Customer satisfaction is typically defined as the degree to which a product meets or exceeds the customer expectations about the product. The difficulty in separating satisfaction from value and quality involves the word expectations. It should be obvious that customers can hold expectations about any part of the product offering, including value and quality. - O.C.Ferrell Michal

Customers today face a vast array of product and brand choices, prices and suppliers. How do they choose? We believe that customers estimate which offer will deliver the most value. Customer’s value maximizes with the bounds of such cost and limited knowledge, mobility and income, the form of expectation of value and on it. -Philip Kotler

METHODOLOGY

Descriptive Research:

Descriptive Research Design Descriptive design helps the researcher to describe accurately the characteristics of phenomena (data), an individual an institution or a community. Its function is to describe only the characteristics such as age, sex, compositions, caste wise distribution and education statuses etc. The main objective of the descriptive design are to promote the acquisition of knowledge and perhaps to expand the existing knowledge in comparative new fields. It is concerned only with the existing problem. It is not motivated and guided by the hypothesis the descriptive design does not provide solutions or modifications of any problem that are studied. I use descriptive research in my study.

Sampling Size and Sampling methods:

Sampling Size: Sample size used for the study was 100

Sampling methods: Non –Probability sampling: Non-Probability sampling or convenience sampling as the name implies is based on its convenience of the researcher who is to select a sample. This type of sampling is also called as accidental sampling as the respondents on the sample are included in its merely on account of their being available on the spot where. The survey is in progress. A research may stand at a certain prominent point and interviewed all these or select people who pay though that place.

SIMPLE RANDOM SAMPLING: 46 It refers to those sampling techniques in which each and every unit of the population has an equal opportunity of being selected in the sample. In simple random sampling is just a matter of chance personal bias of the investigated does not mean haphazard-if rather means that the selection process is such that the chance only determines which items shall be included in the sample In this project convenience sampling is used.

DATA COLLECTION

Primary data collection: Primary data it's consists original information gathered for specific purpose. The normal procedures to interview the people individually or in groups to get the required data. Primary data is collected through administering the questionnaire by direct contact and also through direct observation to obtain insights of the information.

Secondary data collection: Secondary data from annual reports and company websites.

Statistical tools applied

Statistical tools used for the study are,

Percentage method

RESULTS AND DISCUSSION

It is found that majority of respondents are preferred quality, quantity, price and availability of MODERN PIPES.

- According to my view it is found that majority of respondents are influenced by mouth publicity, news papers, A.P.S.R.T.C Buses and televisions factors in their purchasing of MODERN PIPES.

- It is found that majority of customers are satisfied and few of customers are not satisfied with the delivery of MODERN PIPES.
- Company adopted a common credit policy for all customers to exchange the product.
- It is found that majority customers using MODERN PIPES and few customers are using competitors pipes(Sudhakar, Monarch)

SUGGESTION

- Company need to maintain the same level services with related to price, quality, quantity, availability etc.,
- In newly open MODERN points advertising through palm plates would be more effective.
- Company need to expand customer network to increase the access of the product to the customers.
- If the company provide small incentives to the customers like competitors are distributing the calendar. They may be a chance to show interest to purchase the pipes.
- Most of MODERN points located in narrow lanes of the street therefore print media of the showing of the address of the MODERN points would be better.

CONCLUSION

The study conclude that MODERN PIPES are up coming brand and customers are satisfied with quality of the Pipe, discount rates and delivery. But the respondents are not much satisfied with their sales of service.

A supplier should always keep on improving so as to achieve a greater profitability. This can be achieved by knowing the market well, i.e. understanding exactly what the customer wants. By discovering what the customer wants, the supplier can bring to understanding how his products and services provide value for his customers.

A simple tool is to take customer satisfaction surveys and analyze the customer feedback. This gives the supplier an insight on where he lacks in delivering his products or services and where is the scope of improvement.

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