CUSTOMER SATISFACTION ABOUT THE PRODUCT WITH SPECIAL REFERENCE TO RUSEE'S FOOD'S

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ABSTRACT - Customer satisfaction is a feeling of pleasure or disappointment resulting from comparing products perceived performance or outcome in relation to his or her expectations. So, satisfaction is a function of perceived performance and expectations. The performance faults short of expectation, the customers are dissatisfied. The performance is matches the expectation, the customer is satisfied. The performance exceeds expectation the customer is highly satisfied or delighted. Customer satisfaction research identifies how well an organization is performing from the customer's viewpoint. It allows any organization to understand how their customers are with the level of service they are providing at any point in time, and to track how satisfaction levels change over time. It does not investigate the reasons or reality behind the customer satisfaction, unlike service evaluation research but still provides extremely valuable information – such as highlighting an area where service needs improving. Customer satisfaction, by nature, is dependent on an individual's expectations and previous experience of service. In order get the most out of the research for your organization, it is best for a customer satisfaction research project to link to your organization's service standards (whether formal or informal). For example, there may be a service standard which states that all customers should be given an appointment within two weeks of making a request. It would be relatively easy to ascertain whether this standard was being met in practice. But customers' satisfaction with how quickly they receive an appointment would need to be tested through direct research with customers.

INTRODUCTION

Customer satisfaction is a marketing term that measures how products or services supplied by a company to meet customer's expectation. "Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty." "Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal use is twofold:"

"Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services."

"Although sales or market share can indicate how well a firm is performing currently, satisfaction is perhaps the best indicator of how likely it is that the firm's customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes."

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On a five-point scale, "individuals who rate their satisfaction level as '5' are likely to become return customers and might even evangelize for the firm. (A second important metric related to satisfaction is willingness to recommend. This metric is defined as "The percentage of surveyed customers who indicate that they would recommend a brand to friends." When a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues.

OBJECTIVES

• To identify the problems faced by the competitors.
• To identify the steps required to increase the customer satisfaction about the Rusee's food products.

SCOPE OF THE STUDY

The research was carried out to define how the manufacturing industry should work in terms of keeping Customer satisfied and where the company is lacking for doing the same. In addition they should find new techniques should be used so that they can improve customer satisfaction. For conducting the study help of certain tools

were taken such as journals, internet search, setting up of questionnaires and one-on-one interactions with the customers.

LIMITATIONS OF THE STUDY

1. The area of study is limited towards Erode District; hence the results may not be true comparison from other geographical area.
2. Questionnaire is based on the data collection this may not bring out the insight ideas from their mind.
3. Lack of time and part of customer hamper proper respondents so that the expected answer cannot be retrieved from them.

REVIEW OF LITERATURE

1.Huang (2011) promotions is different form of activities for attracting and getting attention of customer to purchase the product or service through personal selling, public relations, sales promotions and advertising. According to Kurniawan (2010) promotion of product or service helps in the best way to builds relationship with customers, because everyone is looking for the best suitable deal for them.

2.Zeithaml (1985) it is a scale with multiple items good validity and reliability, many researchers use this instrument to understand and find the service expectation and consumers perception for improving the service quality. The expectation of a customer is an important factor. The more service quality is near to customer expectation more satisfaction and vise versa AyseOzferOzcelik (1988).

3.Kurniawan (2010) branding is one of the factors which has been identified repeatedly customer choice in the selected product. Branding has impact on purchase decision of consumers. The more a brand is succeeded in their earlier period the more value for its brand can be generated.

4. RESERCH METHODOLOGY

RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Regarding this project, descriptive research design concern with describing the perception of each individuals or narrating facts on welfare measures and diagnostic design helps in determine the frequency with which something occurs or it's associated with something else. These two research design help in understand the characteristic in a given situation. Think systematically about

aspects in given situation, offers idea for probe and research help to make certain simple decision.

DATA COLLECTION METHOD

Primary Source of Data

Primary data is known as the data collected from the first time through field survey. Such data are collected with specific set of objectives to assess the current status of any variable studied.

Secondary source of data

Information which was collected already by some people is called secondary data. In this study secondary data was collected from the company, industry websites and journals.

SAMPLING SIZE AND TECHNIQUE

Size of the sample

The total sample size of 50 customers has been taken for this study

Sample design

A sample design is a definite plan determined before any data are actually collected for obtaining a sample from a given population. Sampling is used to collect data from limited numbers whereas census is used for large numbers. For the research, sampling method was used.

There are different types of sample design based on two factor namely the representation basis and the element selection technique .There are two main categories under which various sampling method can be put. There are

1. Probability sampling
2. Non probability sampling

In this particular research Non probability sampling method is used.

QUESTIONNAIRE

Questionnaire method consists of a number of questions that the respondent has to answer in a question format. Two type of question may be used open-ended and closed-ended questions. An open-ended question asks the respondent to formulate his own answer, whereas a closed-ended question has the respondent pick an answer from a given number of options. When this research closed-ended question may be used.

STATISTICAL TOOLS USED

To analyze and interpret collected data the following statistical tools were used.

HENRY GARRETT RANKING

Garrett's ranking technique to find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

Percent position = 100 (Rij – 0.5) Nj

Where Rij = Rank given for the ith variable by jth respondents

Nj= Number of variable ranked by jth respondents.

DATA ANALYSIS:

Henry Garret Ranking

S.No	Factors	Mean score	Total score	Rank
1	Freshness of products	132	396	5
2	Durability of package	155	930	2
3	Product variety	154	770	3
4	Nutritional value	182	1274	1
5	Color	140	560	4
6	Accuracy of bill/Bill clarity	91	182	6
7	Correct information of price signs & discount	74	74	7

Henry garrett ranking of customer satisfaction

- Freshness of products
- Durability of package
- Product variety
- Nutritional value
- Color
- Accuracy of bill/Bill clarity
- Correct information of price signs & discount
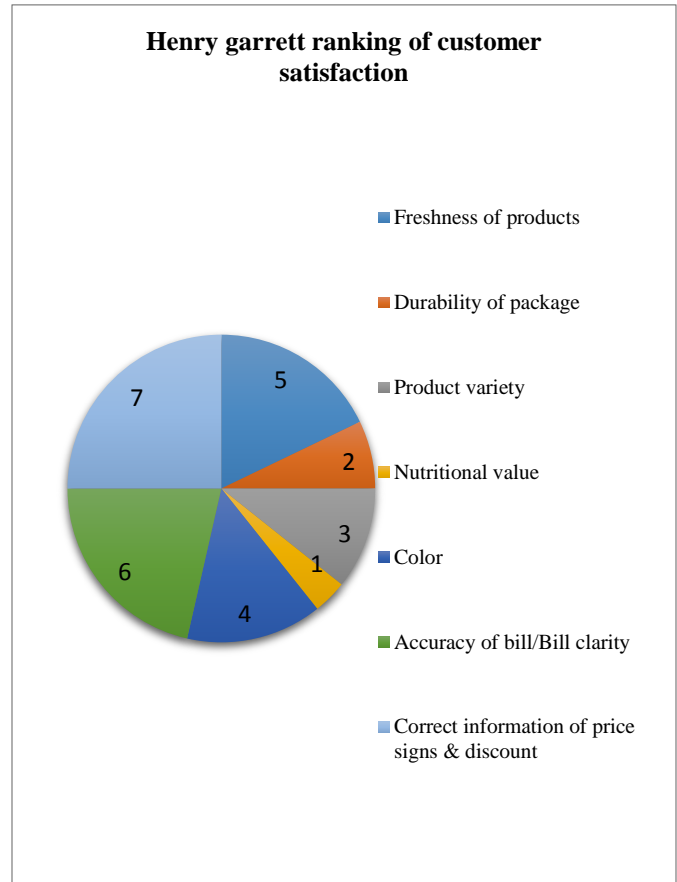
FINDINGS

From the above table it is evident that "Nutritional value" ranked as no.1 with a total score of 1274,"Durability of package" is ranked as no.2 with a total score of 930, "Product variety" is ranked as no.3 with a total score of 770, "Color" is ranked as no.4 with a total score of 560, "Freshness of the product" is ranked as no.5 with a total score of 396, "Accuracy of the bill/ Bill clarity" is ranked a s no.6 with a total score of 182, "Correct information of price signs and discounts" is ranked as no.7 with a total score of 74.

SUGGESTIONS

- There is an improvement needed in the product freshness.
- There should accuracy in the bill.
- The correct information of price signs and discounts are provided to customers to increase the sales of the products.
- One of the main problems faced by the manufacturer is competitor problem it may be eliminated by increasing the quality of the product.

- Most of the customers are from village side using this product rather than urban people so in order to capture the market share among the urban customers an attractive packing, price discounts are given for them.
- During rainy season the products are highly affected because there is no heat for sun drying during that time artificial driers are installed for that purpose.
- Customer says that there is no frequent change in price. They do not constrain this aspect as big matter.
- To develop the best mode of advertisement to improve the sales.
- Flavor changes for recommended for the respondents.
- Respondents very rarely check the nutritional value because they consume it for taste alone.
- Some of the customer did not contact the customer service because the factory is on rural area.

CONCLUSION

The research was carried out successfully to find how the manufacturing industry should work in terms of keeping Customer satisfied and where the company is lacking for doing the same. In addition they should find new techniques should be used so that they can improve customer satisfaction. The study was conducted with the help of certain tools such as journals, internet search, setting up of questionnaires, meeting with customers and one-on-one interactions with the customers.

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