A Study on Customer Satisfaction: With Special Reference to Detergent Powder

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ABSTRACT

Customer satisfaction is really a term which is generally utilized in marketing. Fundamentally, it is an evaluation in which the way the product or service supplied by a business fulfill or perhaps surpass customer expectancy. Companies must preserve current customers while directed at new customers. Measuring customer satisfaction offers an indicator regarding how prosperous this company is in delivering products or services to the marketplace. A product's excellent incorporates a major influence on the product or service performance; therefore it truly is related to any customer's value and full satisfaction (Kotler and Armstrong, 2010). Customers are trying to find trusted merchandise which matches the idea and competent to have the actual planned functions. The objective of this paper is to find out the gap between the expectation and actual performance of the product.

Keywords: Customer Satisfaction, Client Questionnaire, Throughout, Geographic Locations

I. INTRODUCTION

Customer satisfaction is defined as the actual "summary emotional point out resulting the feeling encircling disconfirmed anticipations can be coupled with the actual shoppers previous inner thoughts around the use experience"(Oliver, 2010). As a result, Hansemark and Albinsson (2004) claim in which "satisfaction is usually an all-round consumer frame of mind towards a service provider, or maybe a good emotive reaction to the actual distinction in between just what consumers assume and just what that they receive, regarding the satisfaction connected with many require, aim or maybe desire".

Today's retail store gives more importance to customer satisfaction throughout providing the right product or service in addition to services on the end-users would be the significant concern in the future development in the business. In our study a shot is enabled to discover the buyer fulfillment in the course of obtain throughout stores based on client questionnaire. (Das Prasun, 2009). Early customer care study normally identified satisfaction to be a post-choice evaluative view with regards to a selected purchase selection (Homburg along with Giering, 2001). Tse along with Wilton (1988) proposed in which satisfaction is a general emotional trend, conveying the emotive express resulting from an evaluation in the observed conflict involving preceding anticipation along with true effectiveness in the goods and services.

A lot of companies use customer care to be a qualifying criterion intended for checking out goods and services effectiveness and in some cases connect customer care ratings for you to account manager along with staff payment (Anderson along with Sullivan, 1993). Stores as a result identify in which customer care has an important purpose in a successful business tactic (Gomez et al. 2004) and it is as a result essential intended for operators to understand exactly what pushes customer care (Martinez-Ruiz et ing, 2010).

Objectives of the Study

 To find the gap between customer expectation and performance of product attributes.

Hypothesis of the Study

- H_{01}: There is no significant difference between expectation and performance of detergent with relation to different product attributes.

II. METHODS AND MATERIAL

For this research study, the primary data is collected through questionnaire and personal comments from the respondents. The sampling procedure use for this study is stratified random sampling. The stratification is done on the basis of geographic locations. The instrument which is used for the collection of primary data is a questionnaire, which is coded in order to be analyzed. All the responses measured on a five-point Likert scale. The sample size taken for the study is 250.Basically the data was collected from major cities of Orissa. The data produced from the coded questionnaire is processed via analysis and interpretation, for the clarity of understanding. The software package SPSS was used to carry out the analysis based on Paired T-test.

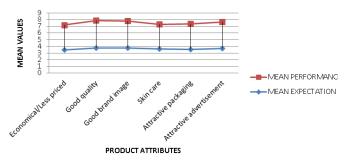## III. RESULT AND DISCUSSION

Data analysis and interpretation
Paired Samples Test

		Paired Differences							
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	b1i - b1p	-.308	1.160	.073	-.453	-.163	-4.197	249	.000
Pair 2	b2i - b2p	-.408	1.339	.085	-.575	-.241	-4.818	249	.000
Pair 3	b3i - b3p	-.268	1.177	.074	-.415	-.121	-3.600	249	.000
Pair 4	b4i - b4p	-.132	1.366	.086	-.302	.038	-1.528	249	.128
Pair 5	b5i - b5p	-.280	1.296	.082	-.441	-.119	-3.415	249	.001
Pair 6	b6i - b6p	-.368	1.497	.095	-.554	-.182	-3.886	249	.000

Interference : From the above table it is observed that the gap between expectation and actual performance of the attributes of detergent powder are highly significant in pair1(economical),2(good quality),3(good brand image), 5(attractive packaging),6(attractive advertisement)& not significant in 4(skin care). This implicates that there exists a significant difference between importance and performance of detergent powder category with relation many attribute considered.

Variables	Mean Expectation	Mean Performance
Economical/Less Priced	3.44	3.748
Good Quality	3.728	4.136
Good Brand Image	3.768	4.036
Skin Care	3.58	3.712
Attractive Packaging	3.556	3.836
Attractive advertisement	3.656	4.024

GAP ANALYSIS BETWEEN MEAN EXPECTATION & MEAN PERFORMANCE

Interpretation: The above graph shows the gap between the customer expectation and actual performance of product attributes

Findings

- The result of the demographic factors shows that majority of the respondents are youth, & they belongs to the age group of 20-25(51%) & next belongs to 31-35 age group holder(11%),26-30 age groups (10%),36-40 & below 20 age groups (7%),41-45 age groups were being so busy on their work so respondents are (6%),46-49 age group response only (4%),due to lack of patience 50-55 & 56-59 responses (2%) & 60 age group people responses only (0%).

- Now a day's people were more conscious for their using products. So Home care products are taking high percentage in market. Both married & un-married are also involve in this practices. In this survey the percentage of Un-married is high (54%), where married responders are (46%).We can see here the differences between both are very less (8%) only.

- Education has a vital role to fill up the survey form/questionnaire. It guides the responders to go to the depth of the questionnaire & helps to answer properly. Maximum responses came from the Bachelors Degree holders (46%), Master degree (22%), intermediates (14%), high school (12%), and other section (6%).

- Professional factor plays a vital role in this survey because accordingly to people uses products & also conscious about the brand, services, personality effect etc. students are responded more here (37%), service holder (26%), Business (23%), house wife (13%), & others (1%).

- Income level plays a vital role for purchasing of the product. According to the income level a person can choose his/her right product. Which helps them to maintain its buying process, choosing brands &many, e.g: A high income person always preferred branded &

quality products where a middle income level person also uses branded product which permits his/her pocket. Income level between <5000 responses (39%), 10001-20000 responses (19%), 20001-30000 responses (16%), 30001-40000 responses (12%) & 5001-10000 responses (11%), 40001 & above responses (4%).

- It's purely a house-hold product. People use this to wash their clothes, so they choose good quality otherwise their clothes will be hell. We can found many brands in this product also & in different range. In survey most people use Surf-excel (35%).

- Customers are using the same brand for: More than five months (20%), more than a year (17%), more than two years (20%), more than four years (32%), others (11%).

- The gap between expectation and actual performance of the attributes of detergent powder are highly significant in pair1 (economical), 2(good quality), 3(good brand image), 5(attractive packaging),6(attractive advertisement. This implicates that there exists a significant difference between Expectation and performance of detergent powder category with relation to many attribute considered. So null hypothesis is rejected.

IV. CONCLUSION

Customers just like best value item in any price, and so business need to create most advanced technology for their goods. Because consumer purchasing actions would be the important aspect to help forecast this income involving any kind of merchandise in a very unique area. So organisation really should keep near eyes in the marketplace predicament. Yet, consumer had been value delicate; however the changing marketplace pattern and consumer view and preference proven of which consumer at the moment are quality delicate. They desire quality merchandise, very good companies, quick option of merchandise and much better efficiency because of the merchandise. Currently simply no involving consumer purchasing from department stores has been elevated. Furthermore this regularity to travel to this department store has been elevated substantially. So when consumer services are good enough to make consumer think likely crucial that the organization along with the group cares about them, subsequently just about all it'd produce positive image towards a brand name and ultimately customer satisfaction can be boosted.

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