

A Study on Customer Satisfaction towards Star Plastics

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ABSTRACT

Customer satisfaction is the measures of satisfaction level of the customers. The various customer satisfaction measures provided by the company will have immediate impact on the health, physical and mental efficiency, alertness, morale and overall efficiency of the worker and thereby contributing to the higher productivity. The basic propose of customer satisfaction is to enrich the life of customer and to keep them happy and conducted. The objective of the study was to identify the steps required to increase the customer satisfaction about the products of star plastics. The design used in the project is descriptive type. The analytical tool used in the survey is henry garrett ranking. From the finding the researcher concluded that the customer satisfaction is provided properly, in addition to that the research suggested some ideas to improve the satisfaction level of customers. Some of the customer's suggestions are to produce the products in various designs of doors. Thus, Researcher concluded that STAR PLASTICS is one of the best organizations in perceiving customers suggestions and brought down changes in the product. Here, Researcher hopes that this study will be useful to my research and to the industry for satisfying their customers in the future period.

Keywords: STAR PLASTICS, Durability of door

I. INTRODUCTION

The customer satisfaction leadership's point of view a customer is a person who has been in contact with the company's services, either directly or indirectly. Another possibility is that the person has actually bought the company's products. The customer satisfaction leadership's customer concept differs from the traditional customer concept. In the traditional concept becoming a customer requires that you buy something and this way a customer relationship is established. In customer satisfaction leadership customer does not necessarily have to buy any-thing or even be directly and personally in contact with the company. A customer just needs to be somehow in contact with the company. This concept is closer to the potential customer's concept. In customer satisfaction leadership a concept called contact surface is issued. This contact surface relates a certain company to the customer.

OBJECTIVES

- To find out the various factors determining and influencing customer satisfaction.

SCOPE OF THE STUDY

- A study on customer satisfaction helps the organization to understand each and every need of the customer.
- It helps the company to understand the efficiency of the service provided to the customers, so that it can create the basis for further improvement.

LIMITATIONS OF THE STUDY

- The sample size is confined with 50 only.
- The sample collected need not to be a true representative of the universe, because the opinion is differs from person to person.
- My study is restricted only in and around of the company.
- The customer may busy during the analysis so they is an chance of giving false information.

II. REVIEW OF LITERATURE

- 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.
- 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 consumer's 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 vice versa AyseOzferOzcelik (1988).

III. RESERCH METHODOLOGY

RESEARCH DESIGN

Descriptive research has been used in the study. Descriptive research includes survey and fact-finding by consulting the respondents through questionnaire by direct interview. The major purpose of descriptive research is description of the state affairs as it exists at presents.

DATA COLLECTION METHOD

PRIMARY DATA

Primary data is original and collected by researcher freshly. In this study primary data was collected through questionnaire, it is a popular means of collecting primary data.

SECONDARY DATA

Secondary data is the data, which is already available. It can be collected through company record, Internet and few data collected from the observation method by the researcher.

SAMPLING SIZE AND TECHNIQUE

Size of the sample

The total sample size is 50.

Sample design

Sampling is the process of selecting a sufficient number of element from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

QUESTIONNAIRE

The questions are arranged logical sequence. The questionnaire consists of a variety of questions presented to the employees for the response. Multiple choice questions, rating scale questions were used in constructing the questionnaire.

TOOLS USED FOR RESEARCH

Simple percentage method is used in the research.

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:

$$\text{Percent position} = 100 (R_{ij} - 0.5) N_j$$

Where R_{ij} = Rank given for the i^{th} variable by j^{th} respondents

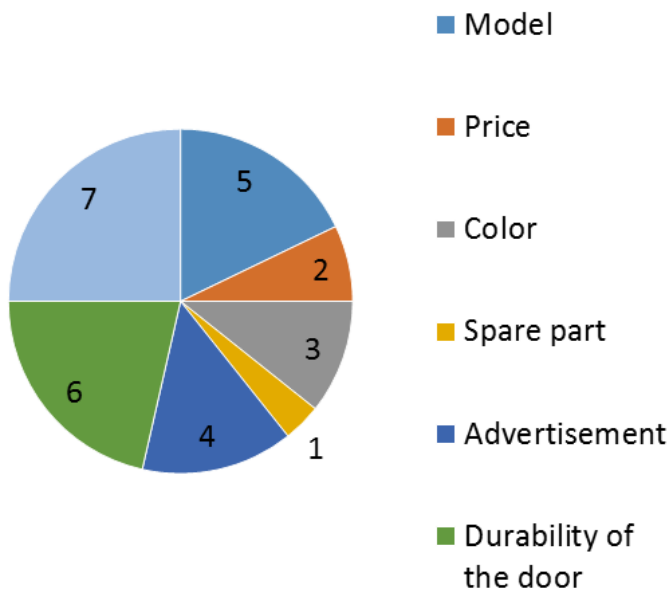
N_j = Number of variable ranked by j^{th} respondents

DATA ANALYSIS

S.No	Factors	Mean score	Total score	Rank
1	Model	132	396	5
2	Price	155	930	2
3	Color	154	770	3
4	Spare part	74	74	7
5	Advertisement	140	560	4
6	Durability of the door	91	182	6
7	Exterior finish	182	1274	1

Henry garrett ranking of customer satisfaction towards star plastics

VI. REFERENCES



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“Advertisement” is ranked as no.4 with a total score of 560, “Model” is ranked as no.5 with a total score of 396, “Durability of door” is ranked a s no.6 with a total score of 182, “Exterior finish is ranked as no.7 with a total score of 74.

IV. SUGGESTIONS

- The customers feel that the exterior finish is improved to attract them.
- The price of product might reduce to increase the sales volume.
- The different color is introduced to distinguish the product from other products.

V. CONCLUSION

This study tested the model of customer satisfaction in full service plastic industry. I can conclude that Model, Price, Color, Spare part, Advertisement, Durability of the door, Exterior finish are the main factors influencing the customers perception towards the plastic products of star plastics in erode district. The company introduces a variety of new models, colors and new designs. It will improve the satisfaction level of customer.