To Study the Customer Satisfaction towards Satyam Traders

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Abstract

A customer satisfaction survey program is a burden on the organization and its customers in terms of time and resources. The study uses the Prime objective to study impact of customer's satisfaction on business organization Financial and non- financial performance and secondary aim to determine how customer's satisfaction affects the organization efficiency. Objective is To study the customer satisfaction level, to study the factors that affects customers satisfaction, to assess the association between demographic variables and factors of customer satisfaction. Data is collected from responses of the questionnaires in Satyam Traders from the 110 customers in order to get accuracy. Data analysis was done using Microsoft excel and statistical packages for social sciences (SPSS) and descriptive statistics with Chi-Square technique undertake in this research.

Keywords:- Customer satisfaction, Financial and Non-financial, Time and resources

Introduction

Satisfaction as the result of purchase and consumption of a certain product (service) has a great meaning for the producer (seller, supplier) as it enables the connection of an offered product with post-buying phenomena such as changes in behavior, repeated buying, and brand loyalty.

Satyam Traders is one of the most leading and reliable Exporter, Importer, Manufacture and Suppliers of an expensive range of Raw, Roasted, Blanched and Chopped Peanuts, Spices (Red chilies, Tamarind, Fennal), Grains (millet, Gaur Gam, Yellow Corn) and sesame seeds with exports capacity

of 2000 MT per month from its own factories. Majority of customers are satisfied with the price influence of product. Majority of customer highly satisfaction with variety of peanuts product. It was founded by my study that the female is also satisfied with the convenient location of satyam traders.

Review of literature

Shahzad Khan, Syed Majid Hussain, Fahad Yaqoob (2013):- The main objective behind doing this research is focused to find what are the key success factors for fast food industry in region of Peshwar Pakistan. To find which of these factors has greater influence on consumer satisfaction, four fast food restaurants customers were targeted randomly. The study is based on the secondary data collection through examine of all the different types of literature review of fast-food industry. The finding of this study is that service quality and brand are the key factors for satisfaction in fast food industry in Peshawar Pakistan.

K. PAVITHRA, SANGITA DAS AND A.K.SUBRAMANI (June 2015):- The main objective of the study is to identify the customer satisfaction towards Coco-Cola drink. This study is based on the satisfaction of Coco-Cola Company with its customers. This research outcome also indicates that, most of the customers were satisfied towards CocoCola Company with respect to the chosen factors. This study also indicates that the customers' loyalty towards the Coco-Cola company is also good. The major findings of the study are majority (66%) say that coco cola comes to their mind when they think of soft drinks, 46% of the respondents say that they prefer 200-250 quantity to buy and majority of the respondents say that Coco-Cola product range is good (60%). Finally, 38% of the respondents said that they prefer Coco-Cola during parties.

T.PRADEEP RAJ, R.RAMKUMAR AND A.K.SUBRAMANI (June 2015):- The main objective of the study is to find out the customer satisfaction and loyalty towards Britannia Good day biscuits. Descriptive research is followed in this research. The study concluded that the demographic variables such as age group, gender and occupation are having less impact on the factors of customers satisfaction. This research outcome also indicates that, most of the customers were satisfied towards Britannia biscuits with respect to the chosen factors.

P ABINAYA, S KANIMOZHI (JUNE (2015):- The main objective of this research is to identify the customer satisfaction towards Aachi chicken masala in Avadi. Descriptive research was used in this research. The research was based on the customer satisfaction of Aachi chicken masala and the product preference of the customers to identify the competitors of Aachi and provides

suggests improving the quality of the Product. The research finally concluded that the demographic variables such as age group, gender, and Nature of job of the Avadi people are having less impact on the factors of customers satisfaction.

Ali Nasir, Mirza Ashfaq Ahmed(September. 2014) :- The objective of this research paper is to find out the factor that has the greatest impact on the satisfaction levels of restaurant customers. To find out which of the following factors provide the most satisfaction to fast food restaurant consumers. Questionnaires the things that are considered as most important before visiting a fast-food restaurant. The selected variables are price, quality, environment, security, and exceptional service.

Research objective

- To study the customer satisfaction level of Satyam Traders.
- To study the factors that affects customers satisfaction of Satyam Traders.
- To assess the association between demographic variables and factors of customer satisfaction.

Data collection instrument

A structured questionnaire

Source of information

Primary data: Data collected by researcher from first-hand sources, using methods like survey, interviews, or experiment.

Descriptive research design is being used. In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. This allows a researcher to provide insights into the why and how of research. Descriptive design helps others better understand the need for the research.

Sampling Method

- Population or universe: The samples were chosen from the population, by using Convenience sampling technique, because the exact population size is unknown.
- Sampling frame:- Non-probability sampling method individuals are selected based on non-random criteria, and not every individual has a chance of being included. By using Convenience sampling method.
- Sample size:- 100 respondents for better quality and valid response

Data Analysis & Interpretation

Represent Chi-Square shows difference between Price influence of product and Income.

H0= There is no significant association between demographic variables and Price influence of product.

H1=There is significant association between demographic variables and price influence of product.

Demographic Factor	Price influence of Product					Pearson Chi-Square		
	5	4	3	2	1	value	Df	p-value
Income								
Below 20000	14	10	1	0	0	6.878	6	.332
20000-35000	15	7	1	0	0			
35000-50000	12	18	1	0	0			
Above 50000	12	16	3	0	0			

Interpretation:-

Since p value is 0.332 which is greater than 0.05 null hypothesis is accepted & alternative hypothesis is rejected at 5% level of significance. Hence concluded that there is no association between Income and overall satisfaction towards Satyam Traders.

Represent Chi-Square shows difference between Quality of product and Income.

H0= There is no significant association between demographic variables and Quality of product.
H1=There is significant association between demographic variables and Quality of product.

Interpretation:-

Demographic factor	Quality of Product					Pearson Chi-Square		
	5	4	3	2	1	Z	Df	p-value
Income								

Below 20000	19	3	1	2	0	14.107	12	0.294
20000-35000	14	9	0	0	0			
35000-50000	22	5	2	1	1			
Above 50000	21	9	0	0	1			

Interpretation:-

Since p value is 0.294 which is greater than 0.05 null hypothesis is accepted & alternative hypothesis is rejected at 5% level of significance. Hence concluded that there is no association between Income and overall satisfaction towards Satyam Traders. Based on the row and column percentage, All customers are totally satisfied with Satyam Traders.

Represent Chi-Square shows the gap between Variety of product and Age.

H0= There is no significant association between demographic variables and Variety of product.

H1=There is significant association between demographic variables and Variety of product.

Demographic factor	Variety of Product					Pearson Chi-Square		
	5	4	3	2	1	value	Df	p-value
Age								
Below 20	23	9	1	2	0	4.937	8	.764
20-35	33	23	1	2	2			
35-50	10	4	0	0	0			
Above 50	0	0	0	0	0			

Interpretation:-

Since p value is 0.764 which is greater than 0.05 null hypothesis is accepted & alternative hypothesis is rejected at 8% level of significance. Hence concluded that there is no association between Age and overall satisfaction towards Satyam Traders.

Represent Chi-Square shows the gap between Convenient location and Gender.

H0= There is no significant association between demographic variables and Convenient Location.

H1=There is significant association between demographic variables and Convenient Location.

Demographic factor	Convenient Location					Pearson Chi-Square		
	5	4	3	2	1	z	df	p-value
Gender								
Male	36	35	6	1	0	2.236	3	.525
Female	19	12	1	0	0			

Interpretation:-

Since p value is 0.525 which is greater than 0.05 null hypotheses are accepted & alternative hypothesis is rejected at 5% level of significance. Hence concluded that there is no association between gender and overall satisfaction towards Satyam Traders. Based on the row and column percentage, the Male gender is highly satisfied with Satyam Traders.

Findings

- Gender wise classification reveals that 70.9% of respondent are male and 29.1% are female.
- Age wise classification reveals that 31.8% of customers belonged to age group of below 18 another 55.5% are in group of 20-35, 12.7% are in the group of 35-50 and 0.00% are in the group of above 50 years.
- Income wise classification reveals that 22.7% income of customers belonged to income of below 20000, another 20.9% are income of 20000-35000, 28.2% are in the income of 35000-50000, 28.2% of in the income above 50000.
- Majority of customers are satisfied with the price influence of product.
- Majority of customer highly satisfaction with variety of peanuts product.

- It was founded by my study that the female is also satisfied with the convenient location of satyam traders.

CONCLUSION

The questionnaires were delivered to the customers of the respective Satyam Traders. After data was analyzed, the dimension location had the highest score, while additional services had lowest score. Particularly, location scored 87%, staff and reliability scored 82% for both and product quality got 81%. This showed general trend that people like to buy from the most convenient of Satyam Traders; location is the most important factor for retailers' business. In contrast, customers felt least satisfied with addition services. To start a new business, suitable place near to the expected customers should be selected whilst Staff can make or break a relationship through their interactions with customers and consequently, reliability builds trust. Therefore, the implication on management was to pinpoint where they have strengths and prioritize on excelling there while improving on their weaknesses. The exporter should focus on both high score and low score dimensions.

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