A STUDY ON CONSUMER PERCEPTION TOWAREDS DDG ENGINEERING COMPANY

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ABSTRACT:

This study is undergone at D'D'G ENGINEERING, Chennai. The Professional Training which focus towards impact knowledge and practical exposure in the different areas of an organization. It enhances the knowledge level of the candidate where in which they can apply for their future also through this study.It is an extraordinary opportunity to experience practical industrial development, work discipline, team work, time management, quality control to obtain clear understanding of theoretical knowledgewhich was gathered at the university. Through this professional training I came to know the present condition of D'D'G ENGINEERING. It helped me out knowing the process from Manufacturing to Dispatching of the products.

KEY WORDS:

Consumer Perception, DDG Engineering, Customer Satisfaction, Buying Behavior, Brand Preference, Paint Industry, Product Quality, Pricing Strategy.

INTRODUCTION:

In today's highly competitive business environment, understanding customer perception has become essential for the success and growth of any organization. Customer perception refers to how customers view a company's products, services, quality, pricing, and overall brand image. It plays a crucial role in influencing customer satisfaction, loyalty, and buying behavior.

Customer perception plays a vital role in determining the success of any engineering company. It refers to how customers view and evaluate a company's products, services, quality, pricing, delivery performance, and overall brand image. In the engineering sector, where technical precision, reliability, and service quality are crucial, customer perception becomes a key factor influencing buying decisions and long-term relationships. This study focuses on understanding how customers perceive engineering companies and how these perceptions affect satisfaction and loyalty.

DDG Engineering Company operates in the engineering sector, where product quality, reliability, technological advancement, and timely delivery are key factors that determine customer preference. As customers have increasing expectations and multiple alternatives available in the market, it becomes important for the company to continuously evaluate and improve its performance based on customer feedback.

OBJECTIVE :

Primary Objective

- To analyze customer perception towards DDG Engineering Company and its products/services.

Secondary Objectives

- To study customer awareness about DDG Engineering Company.
- To identify factors influencing customer buying decisions.
- To evaluate customer satisfaction with the quality of products/services.
- To gather suggestions for improvement from customers.

NEED OF STUDY:

Improving Customer Satisfaction: Understanding how customers perceive the company's products or services can help identify areas for improvement, ultimately leading to higher customer satisfaction levels.
Enhancing Product Development: Insights into customer perception can inform the development of new products or the refinement of existing ones to better meet customer needs and preferences.
Marketing Strategy Optimization: Knowledge of customer perception can guide marketing efforts, enabling more targeted and effective campaigns that resonate with the target audience.

SCOPE FOR THE STUDY:

The scope of this study is limited to understanding the perception of customers towards DDG Engineering Company. It focuses on evaluating customer satisfaction with respect to product quality, pricing, customer service, and delivery performance. The study also examines the key factors that influence customer buying decisions and their level of loyalty towards the company. The research is conducted based on responses collected from selected customers, and the findings are applicable only within the scope of the respondents included in the study. It does not cover financial analysis or internal operational processes of the company.

REVIEW OF THE LITERATURE:

Kumar & Sharma (2026), "Customer Satisfaction in Engineering Product Services" in their study titled "Customer Satisfaction in Engineering Product Services", aimed to analyze customer satisfaction levels in engineering product- based companies. The sample size consisted of 300 customers from industrial firms. The study used percentage analysis, mean score, and regression analysis as statistical tools. The findings revealed that product quality and timely delivery significantly influence satisfaction. Customers also preferred companies with strong after-sales service. Price fairness was considered a secondary factor. The study concluded that service reliability improves customer loyalty. It suggested improving communication and technical support. Overall satisfaction was moderate to high among respondents. The study emphasized continuous innovation for competitiveness.

Reddy & Patel (2025), in their study "Service Quality and Customer Perception in Engineering Firms", focused on understanding service quality impact on customer satisfaction. The sample size included 280 respondents from engineering companies. The study used Likert scale analysis and correlation methods. Findings showed strong positive correlation between service quality and satisfaction. Customers valued responsiveness and problem-

solving ability. Delay in service reduced satisfaction levels. The study found that technical support plays a major role in perception. It recommended employee training programs. Customer expectations were increasing year by year. Overall satisfaction depended on service consistency.

Singh (2024), in the study "Factors Affecting Customer Satisfaction in Industrial Products", aimed to identify key influencing factors in industrial purchases. The sample size was 250 industrial buyers. The study used factor analysis and ranking method. Results showed quality, price, and durability as major factors. Brand reputation also influenced purchase decisions. Customers preferred long-term reliability over low price. The study found that after-sales service builds trust. Delivery time affected repeat purchases. The research suggested improving supply chain efficiency. Overall satisfaction was directly linked to product performance.

RESEARCH METHOLODOGY:

PRIMARY DATA:

Primary data is the data is collected from the respondent for the first time, it is original in nature. For the purpose of collection of primary data, a well structured questionnaire was framed and filled by the respondents. The questionnaire comprises of close ended as well as open ended questions. In close ended questions, checklist questions and multiple choice questions are used.

SECONDARY DATA:

Secondary data are collected from books, magazines, web sites etc, and both open ended & close-ended questions are incorporated in the questionnaire for the collection of data.

STATISTICAL TOOLS:

The following statistical tools are used in the study

- Percentage Analysis
- Chi – square test
- ANOVA

PERCENTAGE ANALYSIS:

Percentage refers to a special kind of ratio in making comparison between two or more data and to describe relationships. Percentage can also be used to compare the relative terms in the distribution of two or more sources of data.

$$\text{Percentage of Respondents} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

CHI SQUARE TEST

The chi square test is an important test among the several tests of significance developed by satisfaction. Chi-square, symbolically written $x^2$is a statistical measure used in the contexts of sampling analysis for comparing a variance to a theoretical variance. It can also be used to make comparison between theoretical population and actual data when categories as used. By comparing a calculated value with the table value of x^2 for degrees of freedom at given level of significance. We may either accept or reject the null hypothesis .If the calculated value of $x^2$is less than the value, the null hypothesis is accepted
,but if the calculate value is equal or greater than table, value the hypothesis

is rejected.

The formula applied for Chi-square

Chi–square test [□²] = $\sum \frac{(O_i - E_i)^2}{E_i}$

O = Observed Frequency E = Expected frequency

ANOVA

A statistical analysis tool that separates the total variability found within a data set into two components: random and systematic factors. The random factors do not have any statistical influence on the given data set, while the systematic factors do. The ANOVA test is used to determine the impact independent variables have on the dependent variable in a regression analysis.

Anova Table showing the Difference in Mean Scores Between Factors Influencing Customer Buying Decisions and Marital Status

H0: There is no significant relationship between the two categories that are marital status of the respondents and factors Influencing Customer Buying Decisions.

H1: There is significant relationship between the two categories that are marital status of the respondents and factors Influencing Customer Buying Decisions.

Marital Status	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	0.033	2	0.017	0.070	0.932
Within Groups	27.833	117	0.238		
Total	**27.867**	**119**			

INTERPRETATION

The above table shows that the P value (0.932) is greater than 0.05. So, there is no significant difference in the mean scores of the respondents based on factors influenced on purchase with respect to marital status of the respondents. It is inferred that marital status of the respondents does not influence to customer buying decisions.

Anova Table showing the Difference in Mean Scores Between Factors Influencing Customer Buying Decisions and Educational Qualification

H0: There is no significant relationship between the two categories that are educational qualification of the respondents and factors Influencing Customer Buying Decisions.

H1: There is significant relationship between the two categories that are educational qualification of the respondents and factors Influencing Customer Buying Decisions.

Educational Qualification	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	4.783	2	2.392	3.538	0.032
Within Groups	79.083	117	0.676		
Total	**83.867**	**119**			

INTERPRETATION

The above table shows that the P value (0.032) is less than 0.05. So, there is a significant difference in the mean scores of the respondents based on factors influenced on purchase with respect to educational qualification of the respondents. It is inferred that educational qualification of the respondents its influence to customer buying decisions.

FINDINGS

- Majority 48 (40.0%) of the respondents are residing in urban area.
- Most 87 (72.5%) of the respondents are male.
- Majority 68 (56.7%) of the respondents are belong to the age group between 25-30 years.
- Most of the respondents are married.
- Most 60 (50.0%) respondents are under graduate holders.
- Majority 48 (40.0%) respondents are private employed.
- Majority 40 (33.3%) respondents monthly income is rs.10,001 – rs.30,000.
- Majority 52 (43.3%) of the respondents are know about this company through their friends and relatives.
- Majority 32 (26.7%) of the respondents are know about company through newspaper and magazines.
- Majority 104 (86.7%) of the respondents are strongly agree with company provides high quality products.
- Majority 69 (57.5%) of the respondents are strongly agree with reasonable pricing of products and services.

- Majority 59 (49.2%) of the respondents are strongly agree with company delivers products and services on time.
- Majority 65 (53.2%) of the respondents are strongly agree with satisfactory customer services.
- Majority 48 (40.0%) of the respondents are agree with company uses modern technology and equipment.
- Majority 48 (40%) of the respondents are agree with company has a good reputation in the market.
- 64 (53.3%) of the respondents are satisfied with DDG engineering company.
- Majority 63 (52.5%) of the respondents are recommended the company to others.
- The P value (0.004) is less than 0.05. So, there is a significant difference in the mean scores of the respondents based on factors influenced on purchase with respect to monthly income of the respondents.

SUGGESTION

Based on the findings of the study on customer perception towards DDG Engineering Company, the following suggestions are made:

- The company should focus on maintaining consistent quality and using better materials/technology to enhance customer satisfaction.
- Pricing should be reviewed regularly to ensure it is reasonable and competitive in the market, offering better value for money.
- The company should train staff to be more responsive, professional, and customer-friendly to improve overall service experience.
- Ensuring on-time delivery of products/services will increase customer trust and reliability.
- The company should invest in marketing, promotions, and online presence to improve awareness and reputation.
- Regular feedback should be collected and analyzed to understand customer needs and implement necessary improvements.
- Adopting new technologies and innovative solutions can attract more customers and improve competitiveness.
- Providing effective after-sales support will enhance customer loyalty and long-term relationships.

CONCLUSION

The study on customer perception towards DDG Engineering Company reveals that customer satisfaction is largely influenced by factors such as product quality, pricing, customer service, and timely delivery. Most customers expect reliable and high-quality products along with efficient service.

It is evident that while the company has established a presence in the market, there are areas that require improvement to meet customer expectations more effectively. Enhancing quality, maintaining competitive pricing, and improving customer interaction can significantly boost customer satisfaction and loyalty.

Overall, understanding customer perception helps the company make better strategic decisions. By implementing the suggested improvements, DDG Engineering Company can strengthen its market position, increase customer retention, and achieve long-term growth.

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