

## A STUDY ON CUSTOMER SATISFACTION TOWARDS SKY BAG WITH REFERENCE TO NAMAKKAL CITY

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### ABSTRACT

The Sky bags Shopping is a web based application intended for online retailers. The main objective of this application is to make it interactive and its ease of use. It would make searching, viewing and selection of a product easier. It contains a sophisticated search engine for user's to search for products specific to their needs.

**Keywords:** sky bag, Customer Satisfaction, Customer behavior, Customer attitudes.

### 1. INTRODUCTION

Marketing is the process of planning and executive the conception, pricing promotion and distribution of ideas, goods and services to create exchanges and satisfy individual and organizational goals.

Marketing activities should be carried out under a well thought out philosophy of efficient effective and socially responsible marketing. There are five competing concepts under which organization can choose to conduct their marketing activities. The production concept, the product concept, the selling/buys concept, the marketing concept, and the social marketing concept.

The customer is the theme of the all business functions. The purpose of business is to create and keep customers. If the customers are not satisfied, a day would come when there will be no customers to do business with. Therefore the customer should be put at the centre of all business activities, cutting across function and hierarchical boundaries.

The marketing concepts hold that the key to achieving organizational goals and consists of being more effective than competitors in integrating marketing activities towards

determining and satisfying the needs and wants to target markets.

### 2. METHODOLOGY

Research methodology is a way to systematically solve research problem. Research methodology is understood as a source of the study how to research is done scientifically, The various steps adopted by a researcher in studying the research problem along with the logic. The project work entitled A study on customer satisfaction towards Sky bags with special reference to buy.

#### 2.1 Sample size

The sample size in the study is 105.

#### 2.2 Statistical tools

- Simple percentage method
- Chi-square test

### PERCENTAGE METHOD

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular questions in percentage arrived from the total population selected for the study.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total Respondents}} \times 100$$

### CHI-SQUARE TEST

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

$$\text{Chi-square} = \frac{(O-E)^2}{E}$$

### 3.DATA ANALYSIS AND INTERPRETATION

#### 1) GENDER OF THE RESPONDENTS

TABLE NO - 3.1

#### GENDER OF THE RESPONDENTS

Sources: Primary data

GENDE R	NO OF RESPONDEN TS	PERCENTAG E
Male	45	42.9
Female	60	57.1
<b>Total</b>	<b>105</b>	<b>100%</b>

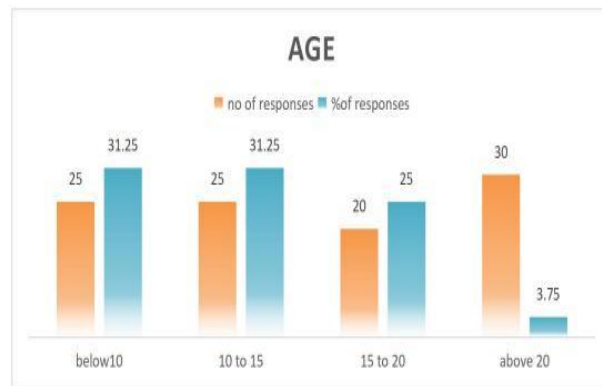
#### INTERPRETATION:

The above table shows that 42.9% of the respondents are male and remaining 57.1% of the respondents are female.

Majority (57.1%) of the respondents are female.

CHART NO - 3.1

#### GENDER OF THE RESPONDENTS



#### 2)Nature of Outlet

TABLE NO - 3.2

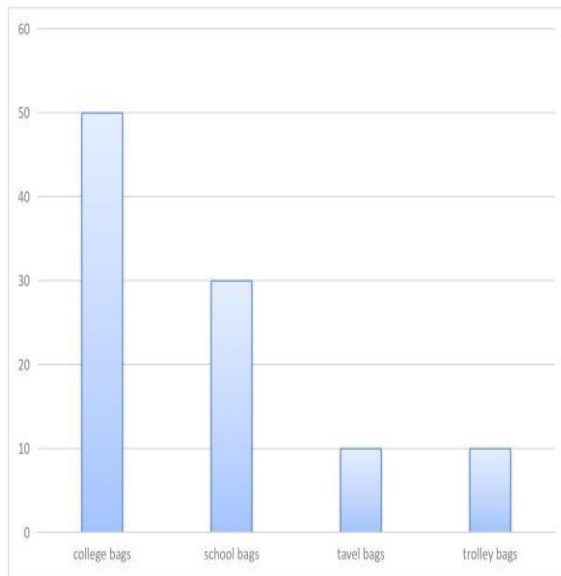
Nature of outlet	No of responses	of responses
Showrooms	50	62.5
Amazon	20	25
Flipkart	20	25
Other online platforms	10	12.5

Tools : Percentage data Inference

1. 62.5 Percentage of respondents of outlet at Showrooms
2. 25 Percentage of respondents of outlet at Amazon
3. 25 Percentage of respondents of outlet at Flipkart
4. 12.5 Percentage of respondents of outlet at Other online platforms.

CHART NO - 3.2

What are the other varieties of Sky bags would you like buy?



Varieties	No of responses	Percentage of responses
College Sky bags	50	62.5
School Sky bags	30	37.5
Travel Sky bags	10	12.5
Trolley Sky bags	10	12.5

Source: Primary data

#### INTERPRETATION:

Tools : Percentage data Inference

- 62.5 Percentage of respondents buy the college Sky bags
- 37.5 Percentage of respondents buy the school Sky bags

CHART NO - 3.3

Improve the market penetration

Market Penetration	No of responses	Percentage of responses
Quality of products	40	50
Price & Offers	10	12.5
Brand	10	12.5
Styles and colour	40	50

Sources : Primary data

Tools : Percentage data inference

- 40 Percentage of respondents improve the penetration of Quality of products.
- 10 Percentage of respondents improve the penetration of Price and offers.
- 10 Percentage of respondents improve the penetration of brand.
- 40 Percentage of respondents improve the penetration of styles and colour.

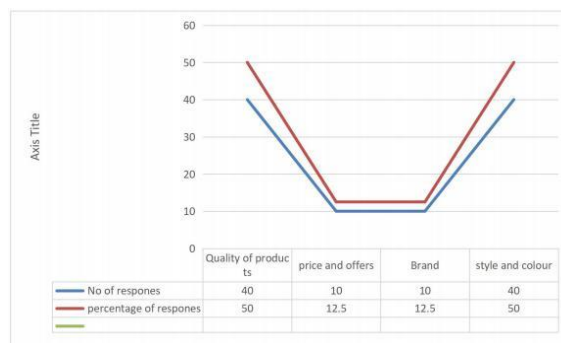


TABLE NO - 3.4

Opinion for Sky bags Quality

Opinion	No of responses	Percentage of responses
Highly satisfied	40	50
Satisfied	40	50
Dissatisfied	10	12.5

CHART NO - 3.4

Customer attraction Sky bags product for the following reasons

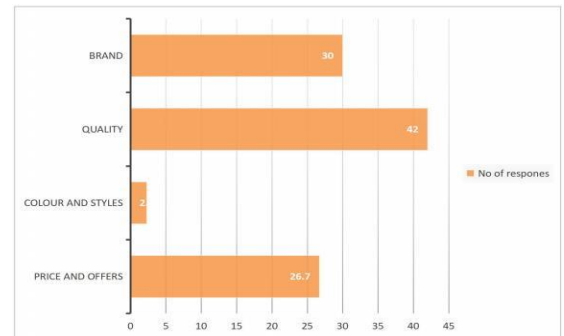


TABLE NO -3.5

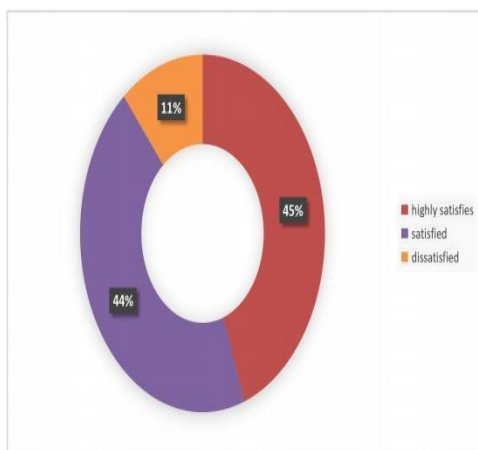
Sources : Primary data

Tools : Percentage from inference

1. 50 Percentage of respondents opinion is highly satisfied
2. 50 Percentage of respondents opinion is Satisfied
3. 12.5 Percentage of respondents opinion is Dissatisfied

Customer attraction Sky bags product for the following reasons

Reasons	No of responses	Percentage of responses
Reasonable prices	10	12.5
Design and style	20	25
Quality	60	75
Brand	10	12.5



Source: Primary data

INTERPRETATION

Tools : Percentage from Inference

1. 12.5 Percentage of respondents reasons for reasonable prices.
2. 25 Percentage of respondents reasons for Design and style
3. 75 Percentage of respondents reasons for Quality.
4. 12.5 Percentage of respondents reasons for Brand

CHART NO - 3.5

How the Sky bags products increased in sales in your online platforms or offline

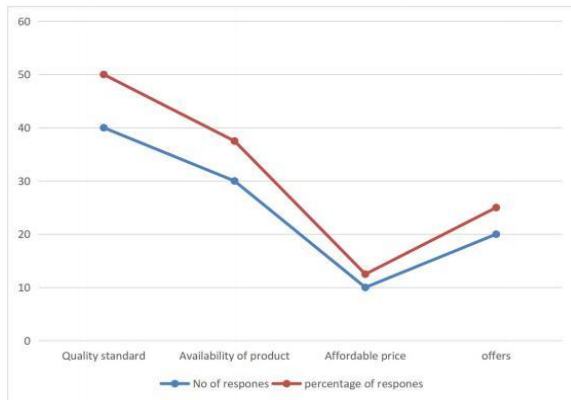


TABLE NO - 3.6

How the Sky bags products increased in sales in your online platforms or offline

Buyer Increased reason	No of responses	Percentage of responses
Quality standards	40	50
Availability of any time	30	37.5
Affordable price levels	10	12.5
Purchase offers	20	25

Sources : Primary data

## INTERPRETATION

Tools : Percentage from inference

1. 50 Percentage of respondents buys increased by quality standards.
2. 37.5 Percentage of respondents buys increased by Availability of any time

3. 12.5 Percentage of respondents buys increased by Affordable prices
4. 25 Percentage of respondents buys increased by Purchase offers

CHART NO - 3.6

Level of satisfaction

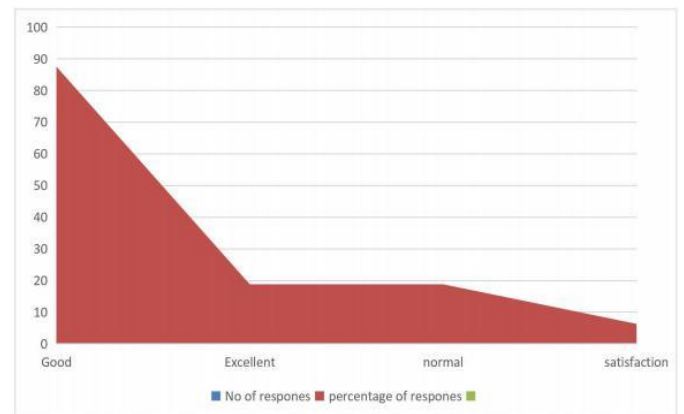


TABLE NO - 3.7

Level of satisfaction

Levels	No of responses	Percentage of responses
Good	70	87.5
Excellent	10	12.5
Normal	15	18.75
Satisfaction	5	6.25

Source: Primary data

## INTERPRETATION

Tools : Percentage from inferences

1. 87.5 Percentage of respondents level of satisfaction is Good.
2. 12.5 Percentage of respondents level of satisfaction is Excellent.
3. 18.75 Percentage of respondents level of satisfaction is Normal.
4. 6.25 Percentage of respondents level of satisfaction is Satisfaction.

CHART NO - 3.7

Effective Media To advertise

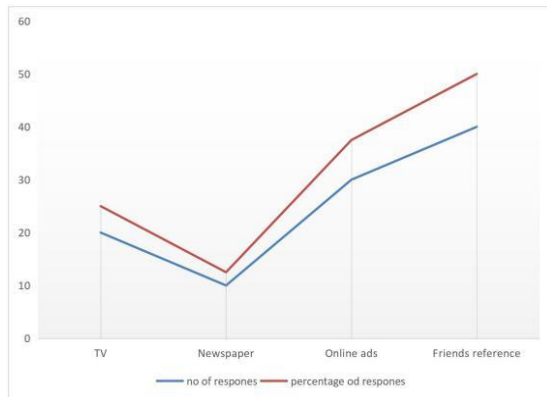


TABLE NO - 3.8

Effective Media To advertise

Effective Media	No of responses	Percentage of responses
TV	20	25
Newspaper	10	12.5
Online websites ads	30	37.5
Friends reference	40	50

Source: Primary data

INTERPRETATION

Tools : Percentage from inference

1. 25 Percentage of respondents effective media to advertise Television.
2. 12.5 Percentage of respondents effective media to advertise Newspaper.
3. 37.5 Percentage of respondents effective media to advertise Online websites ads.
4. 50 Percentage of respondents Friends reference

CHART NO - 3.8

Quality of Sky bags

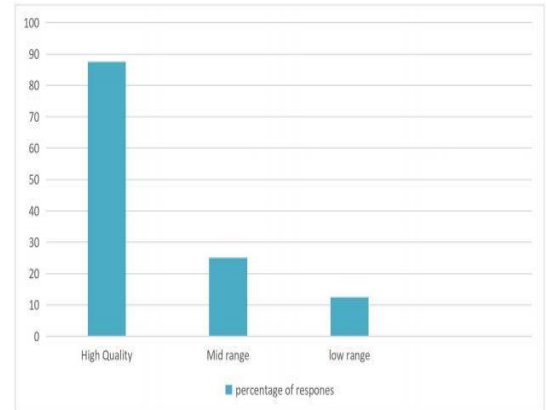


TABLE NO - 3.9

Quality of Sky bags

quality	No of responses	Percentage of responses
High quality	70	87.5
Mid range	20	25
Low range	10	12.5

Source: Primary data

INTERPRETATION

Tools : Percentage from inferences

1. 87.5 Percentage of respondents quality preferred high quality
2. 25 Percentage of respondents quality preferred mid range
3. 12.5 Percentage of respondents quality preferred low range.

## NULL HYPOTHESIS

**H<sub>0</sub>:** There is no significance relationship between the gender and respondents way of preferring to get the sky bag.

## ALTERNATIVE HYPOTHESIS

**H<sub>1</sub>:** There is a significance relationship between the gender and respondents way of preferring to get the sky bag

## LEVEL OF SIGNIFICANCE

The level of significance is 5%

**TABLE NO - 3.12**

### CHI SQUARE TEST

Particular	Observed Frequency	Expected Frequency	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> E
R1 C1	0	0.4	0.16	0.4
R1 C2	0	2	4	2
R1 C3	2	8	25	3.2
R1 c4	0	5.6	31.36	5.6
R2 C1	1	0.6	0.16	0.27
R2 C2	7	3	16	5.33
R2 C3	0	1.2	14.4	1.2
R2 c4	2	8.4	43.56	5.07
R3 c1	8	0.5	63.25	12.65
R3 C2	9	0.25	76.56	306.24
R3 C3	0	0	0	0

R3 c4	2 3	0. 7	497. 29	710. 41
R4 c1	7	0.9 5	36. 60	38. 52
R4 c2	1 0	4.7 5	27. 56	758. 72
R4 c3	0	1 9	36 1	1 9
R4 c4	1 3	13. 3	0.0 9	0. 3
				<b>4557.5</b>

Degree of freedom :  $(r - 1)(c - 1)$

:  $(2 - 1)(2 - 1)$

: 1

Level of significance : 5%

Table value : **7.468**

Calculated value : **4559.86**

## RESULT

Since the calculation value higher than the table value so we accept the alternative hypothesis and there is a significant relationship between age and best sky bag products

## 4.RESULTS AND DISCUSSION

### 4.1FINDINGS

- ✧ Customers (73.3)Percentage of the respondents are said under the age group of below 30.
- ✧ Customers 36.7Percentage of the respondents are purchase Showrooms.
- ✧ Customers 66.7Percentage of the respondents are said mostly buy products Sky bags .
- ✧ Customers 60Percentage of the respondents are technique create price and offers to improve
- ✧ Customers 53.3Percentage of the respondents are said highly satisfied in Sky bags Quality.
- ✧ Customers43.8Percentage of the respondents are said buy of Sky bags products in quality

## 4.2 SUGGESTIONS

- ✧ Most of the respondents opinion about Sky bags are Quality and verity of the customers need
- ✧ In these products is one of the high price of other products brand.
- ✧ That advertisement is verity for Sky bags with the at present market level.
- ✧ Sky bags is branding of buys promotion also customer preference with each and every year.

## 4.3 CONCLUSION

"A study on customer satisfaction towards Sky bags reference to buy District" helped to know the status of the product. Also has revealed the requirements of the customer, the profile, characteristics, and Quality of the customer, satisfaction level of the equipment & how often they buy the product. Sky bags has a good market share in the total shopping market in buy city. Carrying out relevant buys promotional activities can increase the equipment demand in buy city with regard to various brands in the market. This study has helped the researcher to gain good experience and more information about Sky bags in buy namakkal city.

## 5. REFERENCES

**WWW.GOOGLE.COM**

**WWW.SKYBAGINDIA.COM**

**WWW.SKYBAG.COM**