

A Study on Customer Satisfaction Towards Vasanth & Co with Special Preference to Coimbatore City

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Abstract

Customer satisfaction is a crucial metric for evaluating the success of any retail business. This study examines customer satisfaction towards Vasanth & Co, a prominent home appliances and electronics retail chain in South India. The research explores various factors influencing customer satisfaction, including product quality, pricing, customer service, store ambiance, and after-sales support. Data was collected through surveys and analysed using statistical methods to identify key determinants of customer satisfaction. The findings indicate that competitive pricing and product variety are major strengths of Vasanth & Co, while areas such as after-sales service require improvement. The study provides valuable insights for the company to enhance customer experiences and maintain a competitive edge in the retail industry.

Keywords: Customer Satisfaction, Retail Industry, Vasanth & Co, Consumer Behaviour, After-Sales Service, Product Quality, Pricing Strategy, Customer Service.

INTRODUCTION

Customer satisfaction is a fundamental aspect of business success, influencing customer loyalty, brand reputation, and overall profitability. In the highly competitive retail industry, companies must continuously evaluate and enhance their services to meet consumer expectations. This study focuses on customer satisfaction towards Vasanth & Co, one of South India's leading home appliances and electronics retail chains. Vasanth & Co has built a strong market presence through competitive pricing, diverse product offerings, and an extensive retail network. However, with increasing consumer awareness and the growing presence of online and offline competitors, maintaining high customer satisfaction levels is essential for sustaining business growth. Understanding the key factors that shape customer perceptions—such as product quality, pricing strategies, customer service, store ambiance, and after-sales support—can help the company refine its operations and address areas needing improvement.

OBJECTIVES OF THE STUDY

1. To identify the key factors influencing customer satisfaction, such as product quality, pricing, customer service, and after-sales support.
2. To evaluate the effectiveness of customer service provided by Vasanth and Co in addressing customer queries and complaints.

HYPOTHESIS OF THE STUDY

A null hypothesis has been framed to test the significance of socio-economic factors and examination of brand loyalty and Customer satisfaction towards Vasanth & Co in Coimbatore City.

(H₀): There is no significance relationship between customer satisfaction and Brand loyalty with Socia economic factors (Age, Gender, Occupation, Monthly Income, Martial Status, how often do they purchase at Vasanth & Co).

REVIEW OF LITERATURE

Title: Customer Satisfaction and Loyalty: A Study on Vasanth & Co in Coimbatore District.

Author: M. Anand, K. Gokul

Year: 2024

Conclusion: This research found that customer loyalty at Vasanth & Co was strongly influenced by satisfaction with product range and pricing. However, customers noted that the store could improve its after-sales services, especially in terms of product repairs and warranty claims. Enhancing these services could foster long-term customer loyalty and improve overall satisfaction.

Title: The Role of Price and Product Quality in Customer Satisfaction: A Case Study of Vasanth & Co.

Author: A. Sivakumar, L. Meera

Year: 2023

Conclusion: The study concluded that product quality and pricing are key determinants of customer satisfaction at Vasanth & Co. Customers expressed a strong preference for the high-quality products offered at reasonable prices, but they indicated that certain items were perceived as overpriced. The study recommends re-evaluating the pricing strategy for high-demand products to align with customer expectations.

RESEARCH METHODOLOGY

INTRODUCTION TO RESEARCH

- Research in a common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation.

Research is an academic activity and as such the term should be used in a technical sense. the term research refers to systematic method consist of enunciating the problem, formulating a hypothesis, collecting the data, analysis the facts and reaching certain conclusion either in a form of solution towards the concerned problem or in certain generalization for some theoretical formulation.

RESEARCH DESIGN

- Research Design is the arrangement of the conditions for the collection and analysis of data. This Research comes under the **Descriptive Research**.

SAMPLE DESIGN

- Sample design is the process of selecting a representative subset (sample) from a larger population for research. It ensures accurate, unbiased results by defining the population, sampling method, and criteria.
- Sampling method – **Non-Probability Convenient sampling method**

TOOLS AND TECHNIQUES USED

- **SIMPLE PERCENTAGE ANALYSIS**

$$\text{Percentage} = (\text{Total number of respondents} / \text{Frequency of the specific response}) \times 100$$

- **CHI-SQUARE TEST**

$$\chi^2 = \sum (O - E)^2 / E$$

Where:

O = Observed frequency (the actual data you collected)

E= Expected frequency (the frequency you would expect based on the null hypothesis)

Σ = Summation across all categories or cells

LIMITATION OF THE STUDY

- The study may involve a limited number of respondents, which could result in sampling bias. Customers from specific regions or store locations may be overrepresented, skewing the results.
- The study may focus on a specific period, which could fail to capture the full range of customer experiences, especially if there are seasonal variations or recent changes in the company's offerings.
- The research may only cover certain locations where Vasanth & Co. operates, which could affect the generalizability of the findings to all regions or customer segments. The study may rely on self-reported data,

which is subject to social desirability bias, where respondents may provide answers, they believe are expected rather than their true opinions.

ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

AGE

S.no	Particulars	No. of respondents	Percentage (%)
1	Below 20 yrs	55	53.4
2	21 -30 yrs	37	35.9
3	31- 40 yrs	8	7.8
4	Above 40 yrs	3	2.9
Total		103	100

GENDER

S.no	Particulars	No. of respondents	Percentage (%)
1	Male	39	37.9
2	Female	64	62.1
Total		103	100

OCCUPATON

S.no	Particulars	No. of respondents	Percentage (%)
1	Student	73	70.9
2	Self-Employed	21	20.4
3	Employed	9	8.7
4	Retired	-	-
Total		103	100

MONTHLY INCOME

S.no	Particulars	No. of respondents	Percentage (%)
1	Below ₹ 25,000	67	65
2	₹ 25,000 – ₹ 50,000	18	17.5
3	₹ 50,000 – ₹ 75,000	9	8.7
4	Above ₹ 75,000	9	8.7
Total		103	100

MARITAL STATUS

S.no	Particulars	No. of respondents	Percentage (%)
1	Married	82	79.6
2	Un-Married	21	20.4
Total		103	100

HOW OFTEN DO THEY PURCHASE AT VASANTH AND CO

S.no	Particulars	No. of respondents	Percentage (%)
1	Frequently	35	34
2	Occasionally	31	30.1
3	Rarely	28	27.2
4	First-time customer	9	8.7
Total		103	100

INTREPRETATION

The majority of respondents (53.4%) are aged between Below 20 years. The second-largest group comprises individuals aged 21–30 years, accounting for 35.9% of the respondents. Those aged 31–40 years make up 7.8% of the sample, while the smallest group, representing 2.9%, consists of respondents above 40 years. It is evident that 37.9% of the respondents were male, while the majority, 62.1%, were female. The majority of respondents (70.9%) are students, making them the largest group of participants. Self-employed individuals also show significant participation at 20.4%. Employed individuals represent the smallest category, accounting for 8.7% of the respondents. The majority of respondents (65%) have a monthly income below ₹25,000, making this the largest income group. A significant portion (17.5%) falls within the ₹25,000–₹50,000 range, representing the second-largest category. Meanwhile, 8.7% of respondents earn between ₹50,000 and ₹75,000, showing a smaller yet notable. It is evident that 79.6% of the respondents were married, while the majority, 20.4%, were unmarried. It can be seen that 34% of respondents (35 out of 103) engage frequently, making this the largest category. A close second, 30.1% (31 respondents) of the participants engage occasionally, the third-largest group, with 27.2% (28 respondents), engage rarely, the smallest category, with 8.7% (9 respondents), are first-time customers.

CHI- SQUARE TEST

Age of respondents	Frequently	Occasionally	Rarely	First-time customer	TOTAL
Below 20	19	14	16	6	55
21 – 30	11	12	11	3	37
31 – 40	3	3	2	0	8
Above 40	2	1	0	0	3
TOTAL	35	30	29	9	103

Null Hypothesis (Ho): There is no significant relationship between age of respondents how if they purchase at Vasanth & Co.

Alternative Hypothesis (Ha): There is a close relationship between age of respondents how if they purchase at Vasanth & Co.

INTERPRETATION

From the above table, it is evident that out of 103 respondents, the Below 20 (55) and 21-30 (37) age groups make up the majority of customers. Frequent (35) and occasional (30) purchases are the most common buying behaviours, while first-time customers (9) are relatively low. Younger respondents (Below 20 and 21-30) are the most engaged, with frequent and occasional purchases being high. The 31-40 (8) and Above 40 (3)

age groups have minimal participation, making them less significant customer segments. First-time customers (9) are mainly from the Below 20 (6) and 21-30 (3) groups, indicating that younger individuals are more open to trying new products. In contrast, no new customers were observed in the older age groups. Overall, businesses should focus on younger consumers (Below 20 and 21-30), as they show the highest engagement.

O	E	O-E	(O-E) ²	(O-E) ² /E
19	18.7	0.3	0.09	0.00481283
11	12.6	-1.6	2.56	0.203174603
3	2.7	0.3	0.09	0.033333333
2	1.01	0.99	0.9801	0.9703960396
14	16.01	-2.01	4.0401	0.2523485321
12	10.77	1.23	1.5129	0.1404735376
3	2.33	0.67	0.4489	0.1926609442
1	0.87	0.13	0.0169	0.0194252873
16	15.48	0.52	0.2704	0.0174677002
11	10.41	0.59	0.3481	0.0334390009
2	2.25	-0.25	0.0625	0.0277777777
0	0.84	-0.84	0.7056	0.84
6	4.80	1.2	1.44	0.3
3	2.23	0.77	0.5929	0.2658744394
0	0.69	-0.69	0.4761	0.69
0	0.26	-0.26	0.0676	0.26
				87.411184025

Degree of Freedom

Degree of Freedom = (R-1) (C1)

$$= (4-1) (4-1)$$

$$= 3*3$$

$$= 9$$

Level of Significant =5%

Table value at 5% level of significance and degree of = 9 ($X^2_{0.05} = 16.919$)

Calculated value = 87.411

Table value = 16.919

From the above analysis, the calculated Chi-square value (87.411) is greater than the tabulated value (16.919) at a 5% significance level. Since the tabulated value is lesser than the calculated value, we accept the alternate hypothesis.

Tabulated Value < Calculated Value

This means that there is significant relationship between age and how often they purchase at Vasanth & Co.

SUGGESTIONS

- Assess how well Vasanth & Co.'s current brand positioning aligns with the lifestyle and psychographics of its target consumers, and strengthen emotional connections through advertising.
- Improve store layout, ambiance, and customer service to create a more engaging and comfortable shopping environment that aligns with consumer expectations.
- Expand television advertisements, digital marketing, and influencer collaborations to reinforce brand recall and connect emotionally with customers.
- Strengthen customer support, warranty policies, and service follow-ups to enhance post-purchase satisfaction and loyalty.

CONCLUSION

Vasanth & Co. achieves high customer satisfaction primarily through its competitive pricing, wide range of electronic products, and strong brand trust in the market. However, to maintain and enhance customer loyalty, the company should focus on improving after-sales service, expanding digital engagement, and refining its in-store shopping experience. The most significant driver of customer satisfaction at Vasanth & Co. is its affordability and extensive product selection, making it a preferred choice for electronics shoppers in Coimbatore. However, enhancing customer service, ensuring consistent product availability, and adopting a more personalized approach to customer engagement can further solidify its market position.

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