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STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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A STUDY ON CUSTOMER SATISFACTION OF GOODKNIGHT PRODUCTS IN ERODE, TAMILNADU

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ABSTRACT

Customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. The achievement of customer satisfaction leads to company loyalty and product repurchase. The present study is to measuring customer satisfaction is to see where a company stands in the eyes of its customers, thereby enabling service and product improvements which will lead to higher satisfaction levels. The research is just one component in the quest to improve customer satisfaction.

KEYWORDS

Marketing, Customer satisfaction, Goodknight products.

INTRODUCTION

 Organizations are increasingly interested in retaining existing customers while targeting non-customers; measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

Customer satisfaction research is not an end unto itself. The purpose, of course, in measuring customer satisfaction is to see where a company stands in this regard in the eyes of its customers, thereby enabling service and product improvements which will lead to higher satisfaction levels. The research is just one component in the quest to improve customer satisfaction.

Customer service is the provision of service to customers before, during and after a purchase. Its importance varies by product, industry and customer. As an example, an expert customer might require less pre-purchase service (i.e., advice) than a novice. In many cases, customer service is more important if the purchase relates to a service as opposed to a product".

REVIEW OF LITERATURE

Hansen, Torben; Jensen, Jan Møller; Solgaard, Hans Stubbe (2011) - Purpose - The purpose of this paper is to investigate whether consumer supermarket satisfaction is influenced by the mere composition of consumers' preference structure, as opposed to more widespread approaches where consumer satisfaction is regarded as the degree to which consumer expectations and/or preferences are met. Design/methodology/approach - Survey data were collected from 130 consumers using self-administered questionnaires. Structural equation modelling was used to test the authors' proposed hypotheses. Findings - According to consumers, not many supermarkets offer high quality at low prices, suggesting that consumers with a high-quality /low-price preference structure should be disconfirmed and thus dissatisfied.

Brakus, J. Joško; Schmitt, Bernd H; Zarantonello, Lia (2009)- Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments. The authors distinguish several experience dimensions and construct a brand experience scale that includes four dimensions: sensory, affective, intellectual, and behavioral. In six studies, the authors show that the scale is reliable, valid, and distinct from other brand measures, including brand evaluations, brand involvement, brand attachment, customer delight, and brand personality. Moreover, brand experience affects consumer satisfaction and loyalty directly and indirectly through brand personality associations

Beatson, Amanda; Coote, Leonard V.; Rudd, John M. (2006) .This paper expands research into self-service technology in the service encounter. Self-service technology is where customers deliver service themselves using some form of a technological interface. There is still a great deal unknown about self-service technology, in particular its impact on consumer satisfaction and consumer commitment. With that in mind, this empirical study explores the relative impact of self-service technology on consumer satisfaction and on a multidimensional measure of consumer commitment containing affective commitment, temporal commitment.

OBJECTIVES OF THE STUDY

1. To find out the customer satisfaction level for Goodknight products.
2. To find out the reason for purchasing the Goodknight products.
3. To suggest methods for product improvements in price, quality, and Performance and so on.

RESEARCH METHODOLOGY

In this study, determining sample size involves a great deal of time, and energy, which will allow a decision to be made concerning this problem. The sample size has to be determined by the formula of finite population. The size of the sample is 300 and it should be studied to get sufficiently accurate and reliable answer for this project study.

DATA COLLECTION

In dealing with any real life problem it is often found that data at hand are in adequate, and hence, it becomes necessary to collect data that are appropriate for this research study. There are several ways of collecting the appropriate data, which differ considerably in context of money costs, time and other resources at the disposal of the researcher. In this research process, data has to be collected from the customer to get relevant information about the GoodKnight and also from the given data to determine the customer satisfaction of this product. With help of the structured questionnaire the primary data is collected by the response of the respondents. The secondary data has been collected from the company records, journals and various websites.

TOOLS FOR ANALYSIS

To arrange and interpret the collected data the following statistical tools were used

- Percentage Method.
- Correlation Method.
- Chi-square analysis

DATA ANALYSIS AND INTERPRETATION

TABLE 1: TABLE SHOWING THE PERSONAL PROFILE OF THE RESPONDENTS

Group	Classification	No of respondents	Percentage
Age	>20	34	11.3
	21-30	65	21.6
	31-40	71	23.6
	40 above	130	43.3
OCCUPATION	Business	85	28.3
	Employee	55	18.7
	Farmer	120	40
	Others	30	10

INTERPRETATION

The above table found that 11.3% of the respondents are under the age level of below 20, 21.6% of the respondents are between 21-30, 23.6% of the respondents are between 31-40 and 43.3% of the respondents are comes under above 40. The above table found that 28.3% of the respondents are under the occupation of business, 18.7% of the respondents are in the status of employees, 40% of the respondents are doing farmer and others occupation

TABLE 2: THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF TYPE OF GOOD KNIGHT

ATTRIBUTES	NO. OF RESPONDENTS	PERCENTAGE
Coil	65	21.6%
Liquidators	55	18.3%
Lotion	63	21%
Mat	57	19%
Electric liquidators	60	20%
Total	300	100%

INTERPRETATION

The above table found that 21.6% of the respondents are desire to use liquidators, 18.3% of the respondents are prefer electric liquidator, 21% of the respondents are prefer in lotion and 19% of the respondents are prefer to use mat and 20% of the respondents are prefer to use coil

TABLE 3: THE TABLE SHOWS THE RESPONDENTS ON THE BASIS OF TYPE OF GOOD KNIGHT

ATTRIBUTES	NO. OF RESPONDENTS	PERCENTAGE
Martin	69	23%
All out	76	25.4%
Tortoise	65	21.6%
others	90	30%
Total	300	100%

INTERPRETATION

The above table found that 23% of the respondents'opinion about competitor is Martin, 25.4% of the respondents'opinion is All Out, and 216% of the respondents'opinion is Tortoise

CHI-SQUARE TEST -1

Null hypothesis (Ho):

There is no association between the respondents on the basis of age and type of Good Knight they prefer.

Alternative hypothesis (Ha):

There is association between the respondents on the basis of age and type of Good Knight they prefer.

Chi-square Test:

Observed frequency (O_i)

Type of Good Knight					
Age	Coil	Liquidators	Lotion	Electric Liquidators	Mat
Below 20	3	7	1	1	0
21-30	15	12	3	6	12
31-40	10	2	12	0	0
Above 40	8	3	8	17	0
Total	36	24	24	24	12

Expected frequency (Ei):

Type of Good Knight					
Age	Coil	Liquidators	Lotion	Electric Liquidators	Mat
Below 20	3.6	2.4	2.4	2.4	1.2
21-30	14.4	9.6	9.6	9.6	4.8
31-40	7.2	4.8	4.8	4.8	2.4
Above 40	10.8	7.2	7.2	7.2	3.6
Total	36	24	24	24	12

Calculated value = 69.83

Tabulated value = 21.26

Level of significance = 0.05

INTERPRETATION

Since the calculated value of chi-square is greater than the table value. So, reject the null hypothesis and conclude that there is association between the respondents on the basis of age and the type of Good Knight they prefer

CHI-SQUARE TEST – 2**Null hypothesis (Ho):**

There is no association between the respondents on the basis of income of the respondents and the level of satisfaction in price and quality of the product.

Alternative hypothesis (Ha):

There is association between the respondents on the basis of income of the respondents and the level of satisfaction in price and quality of the product.

Chi-square Test:

Observed Frequency (oi)

Level of satisfaction in price and quality					
occupation	Highly satisfied	satisfied	No opinion	dissatisfied	Highly dissatisfied
Business	17	31	10	14	72
Employee	19	3	3	11	36
Farmer	0	3	1	6	12
others	0	0	0	0	0
Total	36	37	14	31	120

Expected frequency (Ei)

Level of satisfaction in price and quality					
occupation	Highly satisfied	satisfied	No opinion	dissatisfied	Highly dissatisfied
Business	21.6	22.2	8.4	18.6	1.2
Employee	10.8	11.1	4.2	9.3	0.6
Farmer	3.6	3.7	1.4	3.1	0.2
others	0	0	0	0	0
Total	36	37	14	31	120

Calculated value = 43.48

Tabulated value = 21.26

Level of significance = 0.05

INTERPRETATION

Since the calculated value of chi-square is greater than the table value. So, reject the null hypothesis and conclude that there is association between the respondents on the basis of income and level of satisfaction in price and quality of the product.

ANALYSIS USING KARL PEARSON'S COEFFICIENT OF CORRELATION**HYPOTHESIS**

Ho: There is no significant relationship between respondent's age and the level of satisfaction about quality of the product.

CALCULATION $\sum dx dy$ $r = \frac{\sum dx^2 * \sum dy^2}{\sum dx^2 * \sum dy^2}$ $r = -0.29$

Testing of hypothesis:

 $t = -133.3$

X is taken as the ages of the respondents

Y is taken as the level of satisfaction about the quality of the product.

INTERPRETATION

Hence there exists of positive correlation between respondent's age and customer level of satisfaction about the quality of the product. So there is significant relationship between the respondent's age and the level of satisfaction about the quality of the product.

FINDINGS

- Majority of the respondents are in the age group between 21-30 (39%).
- 29% of the respondents prefer electric liquidators and lower percentage of customer preferred Good Knight mat and Lotion because of Low price.
- 48% of the respondents are using this electric liquidators and 16% respondents quality, due to that ultimately they desire to use this Good Knight.
- Most of the respondents are recommend this product to their friends because of good brand image.
- Most of the respondents are feel the level of satisfaction about the product is good.
- The percentage of the respondent's feel that the price is reasonable when compared to other competitors.
- The opinion received from the respondents about the quality of the product should be improved in the future.

SUGGESTIONS

The company should give some sales promotional offer to the customer in the form of effective advertisement. These will be creating the sales in future. The company, GoodKnight Sara Lee Limited can initiate steps to reduce the price of its various models to increase their sales volume as more than fifty percentage of the respondent's opinion that the price structure is high. To increase the sales so it is advisable to maintain the quality of product. Quality maintains can bring to a positive attitude towards Good Knight products. The company can introduce more specialized models for different segments of the people like, powder and

sprays to reduce the power consumption. Promotion activity must be improved through personal selling, sales promotion and advertising. It should be creating brand image of Good Knight. The company should give a competitive selling price, which will be creating more market share.

CONCLUSION

This study reveals that GoodKnight Sara Lee Limited has good brand image in Puducherry. The focus of this study is to find customer satisfaction with regard to Good Knight for GoodKnight Sara Lee Limited, Puducherry.

The objectives of this study are to know the level of satisfaction among the consumer based on product quality, price, brand image, sales and performance of the Good Knight.

Thus from the above research it was found that each supplier is responsible to this customer in the following matters

- Regular supply of right quality goods at right time and place
- Charge reasonable price
- Prompt, adequate and continuous service
- Solving customer complaint

Therefore better the firm understands its consumer more likely the company will become successful in market place. From the study, it can be concluded that the customers of Good Knight have high level of satisfaction, brand image, quality, price are the main factors in influencing customer satisfaction towards GoodKnight Sara Lee Limited products.

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