CHAPTER 1
INTRODUCTION
CHAPTER - I

INTRODUCTION

CUSTOMER SATISFACTION

All business firms have realized that marketing is a core element of management philosophy and the key to its successes lies in focusing more and more on the customers. That is, it will be the customer who will decide where the firm is heading. Thus the challenge before the marketer is to ensure that they satisfy every customer.

"Customerization" refers to the process in which all the employees of the firm are required to interact directly with the Customer and end user. They can have access to every person and function within the organizations, be involved in designing and fine tuning key product and processes and turn every interaction with the customer into a platform of interactive communication so as to add value and increase customer satisfaction.

Customer is a person who buys goods from the buyer. Consumer is a person who buys product from the buyer for the purpose of his personal use and the customer may use the product for other purposes like resale etc. It can be said that all consumers are customers whereas the vice versa is not true.

Effective marketing must begin with careful evaluation of the problem faced by potential customers. This is because, according to the marketing concept, marketing efforts must focus on customer's needs and provide answers to buyers problem.
A key to understanding Customers needs and problem list in the study Customer Satisfaction. Knowledge of Customer Satisfaction gives the market management information about Customer and he or she can to increase to chance of success in the market place.

Customer Satisfaction consists of the activities people engage in when selecting, purchasing and using products so as to satisfy needs and desires. Such activities involves emotional process, in addition too physical action Customer Satisfaction includes both the behavior of ultimate Customers and business behavior of organization purchases.

Customer satisfaction is an ultimate aim of all economic activities. Customers are the largest economic group who are affected by private and public economic decisions. Customer Satisfaction is an ultimate aim of any business. Both survival and growth of business depend on Customer satisfaction.

According to John. F. Swan and Linda Jones combs, "The Customer Satisfaction is the relationship between the Customer expectation and the products perceived performance'. If the products performance matches expectation the Customer is satisfied.

Knowledge of Customer satisfaction is the vital for a firm to achieve its marketing objectives. Customer Satisfaction deals with the characteristics of human behavior.

Customer behavior is the study of the process of the Customer uses to make purchase decision, as well as the use and disposal of the purchase goods and service. Customer behavior also includes the analysis of factors that influence purchase decisions and goods and services usage.
Customer is the central theme of our marketing system, for a product to sell, with or without advertising, it must satisfy some needs of the Customers. Buying motives that promote the buyer to buy may be fear, desire for money variety, pride, fashion, possession, and comfort.

Customer behavior results from individuals and environment influence. Customers often purchase the goods and service that they want others to accept. The individuals psychological make up and the influence of others therefore determine behavior of the customer's personal influence and pressure exerted upon them by the outside forces in the environment.

Buyer behaviour is the process by which individuals decide, what how, and from whom purchase the goods and services. An understanding of buyer’s behaviour is essential in marketing and planning programs.

Customer’s behaviour can be said to be the study of how individuals make decisions on how to spend their available resources (time, money, efforts) on various consumption-related items. It includes study of what they buy, why, when, how, where, how often they buy a product.

Customer surveys can be conducted to learn how many recall, what they though of it, how many took advantage of it and how it affected the subsequent brand choice satisfaction. Customer is the central point and all marketing activities revolve around him. Satisfaction of Customers needs and wants is the prime objective of all marketing activities.
Determinants of Customer Satisfaction

Customer Satisfaction is determined by the person's overall feeling towards the product after purchase. Many factors influence perception of product quality, price, brand name, and product performance.

Satisfaction is often determined by the degree to which a product's performance is consistent with the customer's prior expectations of how well it will function.

Elements in Measuring Customer Satisfaction

- Determine what is important to your target customer.
- Match the deployment of favor survey to your type of service.
- Adjust your questions all to the stages of buying behaviour.
- Sample more of your frequent use of customers than your infrequent users.
- Use a satisfied sampling process to sample a wider brand of customers.
- Determine how often to survey and what incentives are necessary.
- Figure out who should conduct the interviews.
- Decide on the sample size.
- Set your confidence level.

IMPORTANCE OF CUSTOMER RESEARCH

Customer research is extremely important to marketing strategies, because knowledge of the factors that influence customer purchases can help to increase market share. For marketers, having a sense of psychological and social cultural factors operating on customers makes it much easier for them to project how customers will react to new product, price, changes, and promotion campaigns. Thus, knowledge of customer behaviour makes it easier to analyze the market and plan appropriate strategies.
OBJECTIVES
OBJECTIVES OF THE STUDY

• To find the satisfaction of respondents on various factors of BSNL service.

• To know the major sources of awareness for BSNL Excel-Anant.

• To understand the major factor which influence the purchase of BSNL Excel-Anant.

• To know the most preferred Top-up Card

• To find out the relationship between the demographic factors of respondent and their level of satisfaction on various factors
RESEARCH METHODOLOGY
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RESEARCH

Research is a careful investigation or inquiring specially through search for new facts in any branch of knowledge.

Research means re-search either eliciting information or knowledge of expanding existing horizon of knowledge.

METHODOLOGY

It is a way to systematically solve the research problem. It may understand as a science of studying how research is done scientifically. These are various steps that are generally adopted by a researches to know not only the research methods or techniques but also the methodology.

a) Type of Research

The type of research adopted was descriptive research.

Descriptive studies attempt to determine the frequency with which something occurs or the relationship between two phenomena. This study is an attempt to obtain a complete and accurate description of the situation.

To study the customer satisfaction, we need to obtain a detail and accurate description of the market situation. To get these details descriptive research was not suited.

This type of research focuses attention on,

a) Formulating the objective of study
b) Designing the method of data collection
c) Selecting the sample
d) Collection of data
e) Processing and analyzing the data
f) Reporting and findings

b) Type of data collected

Data refers to raw facts and figures. These are collected and processed to get meaningful information.

These are two types of data
- Primary data
- Secondary data

In this research study, the method used was primary data collection method.

Definition

The primary data are those, which are collected afresh and for the first time and thus happen to be original in character.

This study was conducted to know the current position of the market. As the data collected earlier (secondary data) doesn’t give the needful information. The researcher has conducted sample survey to obtain the primary data. Customers have the right to choose their own product and they usually change from one product to another by seeing more value in the new one. Thus, to know the current preference, primary data was collected.

ADVANTAGES OF COLLECTING PRIMARY DATA

1. The data collected are of current preference.
2. Research can have control over the data gathered.
3. It can be used for future study as secondary data.
4. We can measure the biasness if any, with statistical tests.

**Questionnaire Design**

The questionnaire designed for the study is structured undisguised in nature. It includes,

- Open-ended questions and
- Close-ended questions

Structure undisguised questionnaire are the most commonly used type of questionnaire in marketing research. In the structured questionnaires, questions are presented with the exactly the same wording and in exactly the same order to all respondents. This type of questionnaire certainly could be used to collect data on customer attitudes, intention the product awareness, demographic and socio-economic characteristics and behaviour.

**C. SAMPLING**

**Meaning**

Sampling may be defined as the selection of some part of an aggregate or totality on the basis of which a judgment or inference about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by examining only a part of it.

**Sampling Plan**

Data is collected from Salem Town. The sample size taken for this study is 100, which has been taken by using convenience sampling. Convenience sampling is a technique through which the samples are picked up from the population at the convenience of researcher.
Tools Used

The researcher has used three statistical tools for this study. These are

i) Simple Percentage
ii) Weighted Average
iii) Chi-square

Simple Percentage

Percentages are used in making comparisons between two or more series of data. With the help of absolutes figures, it was difficult to interpret any meaning in the two or more data, but when percentage are read, it becomes very easy to find the relative difference between the two data.

\[
\text{Percentage} = \frac{\text{Number of respondent}}{\text{Total no. of respondents}} \times 100
\]

ii. Weighted Average Method

Average weight of each attribute is noted in this study. The weight is given from last to first (i.e.,) very bad to very good and highly dissatisfied to highly satisfied). By computing weight to each item we make the relative importance to the different items instead of giving equal importance to all items.

\[
\text{Weighted Average} = \frac{\text{Total Weight} \times \text{100}}{\text{Highest Weigh} \times \text{No. of respondents}}
\]

iii. Chi-square test

Chi-square is statistics to test the goodness of fit to verify the distribution of observed data with assumed the theoretical distribution. It is developed within a initial hypothesis.
Hypothesis

Hypothesis is a tentative and declarative statement formulated to be tested describing relationship between concepts. A good hypothesis one which directly storm form the good definition and objectives of problem.

\[ \chi^2 = \sum \left[ \frac{(O_i - E_i)}{E_i} \right] \]

where,

- \( O_i \) refers to observed, frequency
- \( E_i \) refers to expected frequency

\[ \frac{\text{Column total} \times \text{Row total}}{\text{Grand total}} \]

LIMITATIONS OF THE STUDY

1. The study was confined only to Salem town; hence the results may not be applicable to other areas.
2. The sample size being very limited i.e., 100 the conclusion derived may not be the exact representative of total population.
3. This research uses primary data. Most of the answers given by the respondents were spontaneous hence it may be biased. However the researcher have taken necessary steps to minimize the bias.

CHAPTER SCHEME

The study is presented in four chapters.

The first chapter consists of the introduction, objectives of the study, methodology and limitations of the study.
The second chapter highlights the profile of the company.

The third chapter specifies the data analysis and interpretation of the study.

The fourth chapter contains the summary of findings, suggestions and conclusion.