A STUDY OF CUSTOMER SATISFACTION AND SALES DONE IN SUNDIP CONSTRUCTION

G. PURUSHOTHAMAN[1] & K. KRISHNAMURTHY[2]

[1]Research Scholar Thiruvalluvar University, Serkkadu, Vellore, India

[2]Research Supervisor & Guide Department of Commerce Rajeswari Vedachalam

Govt. Arts College Chengalpattu, India

ABSTRACT

Marketing is the process by which companies advertise products or services to Potential consumer. " It is an integrated process through which companies create Value for consumer and build strong consumer relationship in order to capture value from consumer in return. Marketing is used to create the consumer, to keep the consumer and to satisfy the consumer. With the consumer as the focus of its Activities, it can be concluded that marketing management is one of the major Components of business management. The evolution of marketing was caused due To mature markets and overcapacities in the last decades. Companies then shifted the focus from production to the consumer in order to say profitable.

The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfaction. In propose that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors. A further marketing orientation is the focus on a mutually beneficial exchange. In a transaction in the market economy, firm gains revenue, which thus leads to more profits market share sales

KEYWORDS: Sales Done in Sundip Construction

INTRODUCTION

A consumer on other hand gains the satisfaction of a need want, utility, reliability and value for money from the purchase of a product or service. As no one has to buy goods from any one supplies in the market economy, firms must entice consumers to buy goods with contemporary marketing ideals, marketing research involves Conducting research to support marketing activities, and the statistical interpretation of data into information. This information is then used by managers to plan marketing activities, ganger the nature of a firm's marketing environment and attain information from suppliers. Marketing researchers use statistical method such as Quantitative research, qualitative research, hypothesis, poisons distributions, Binomial distributions, etc. to interpret their findings and convent data into Information. The marketing research process spans a number of stages including the definition of a problems, development of a research plan, collecting and interpretation of data and disseminating information formally in form of a report. The task of marketing research is to provide management with relevant accurate, reliable, valid, and current information.

Objectives of the Study

- To study the consumer perception of concrete products sundip construction.

- To study the awareness of sundip concrete products among customer.

- To understand consumer requirements and analysis their satisfaction level.

- To find out the factors that influenced the customer to select the sundip products.

- To suggest various ways to improve.

Need of the Study

The aim of the project is to understand the consumer behavior towards the products from sundip construction, and to find out the changes that the company must follow in order to attain customer level of satisfaction by learning his behavior and his perception towards each product. Thought this study we can understand customer view towards sundip construction. So the company needs to take every effort to contact consumer of this product either through modern techniques or in a more approachable manner to get their opinion on the products.

Scope of the Study

- The study is conducted to collect the information regarding the present status of the

- Firm sundip construction the competitive market. The projection made may help

- The company to modify its consumer perception based on the present scenario of the market. The study concentrates on the consumer awareness about the product in the market. This study helps to determine the demand for the product. The impact of the consumer awareness was analyzed

Limitation of the Study

- The study was conducted for a limited period so all major aspects could not be analyzed.

- The research was conducted only in Chennai city. So it cannot be applied to other parts.

- The study covers only limited products of sundip construction so the result of the study cannot be applied other products.

Data Collection Method

The data collection method includes primary data collection and secondary data collection.

PRIMARY DATA

The primary data is the data which is gathered for the first time by the researcher and which is original in nature. There are many methods of collecting primary data and the main methods includes.

Questionnaire

Interviews

Focus group interviews

Observation

Case –studies

For this study, primary data are collected by the way of questionnaire is an inexpensive way to gather data from a potentially large number of respondents which consists of direct questions, open-ended questions, and multiple choice questions. A structural questionnaire is administered in the form of survey.

Secondary Data

Secondary data consists of information, which already exists, having been collected for some other purpose. The secondary data was collected from the www.sundip Construction, company magazines, etc.

Statistical Tools

Chi-Square Tes t: The chi-square (I) test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. Do the numbers of individuals or objects that fall in each category differ significantly from the number you would expect? Is this difference between the expected and observed due to sampling error, or is it a *real* difference?

CHI-SQUARE TEST FORMULA:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

O = the frequencies observed

E = the frequencies expected

$\sum$ = the 'sum of'

Karl Pearson's Correlation Coefficient

Karl pearson's product-moment correction coefficient typically denoted by 'R' is a measure of the correlation linear dependence between two variables X and Y, giving a value between +1 and -1 inclusive. It is widely used in the sciences as a measure of the strength of linear dependence between two variables. A coefficient of -1 means perfect negative correlation.

$$r = \frac{n\sum xy - (\sum x)(\sum y)}{\sqrt{n\sum(x^2) - (\sum x)^2}\sqrt{n\sum(y^2) - (\sum y)^2}}$$

Data Analysis and Interpretation

Table 1: Table Showing Years of Being Customers in the Organisation

S.No	Years	No. of Respondents	Percentage of Respondents
1	0 - 1	25	41
2	2 - 5	15	25
3	5 - 10	10	17
4	Above 10	10	17
	Total	**60**	**100**

Interpretation

Thus the above table showing the years of possession of sundip concrete products. Most of the customers are

equally belongs to (0-1yrs) and (2-5yrs). And the rest of the customers are also equally belong in between (5-10yrs) and above 10yrs. Thus, it shows the sundip concrete products become popular and advertised well recently that causes majority of the customers consumed it and it makes large number of customers for recent years.
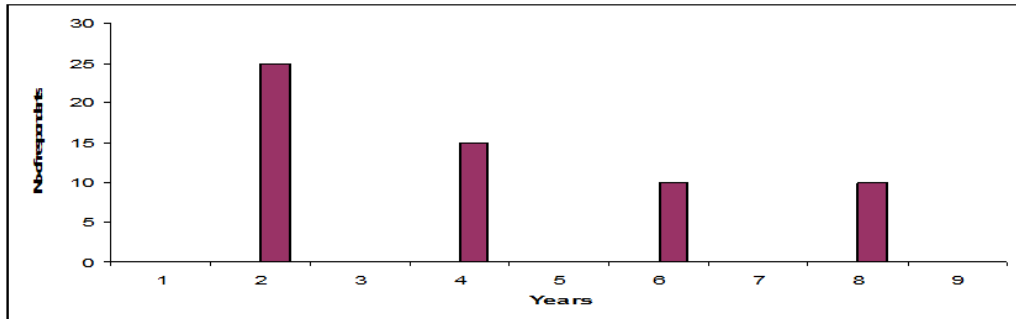

Figure 1

Table 2: Table Showing the Sundip Products Possessed by the Customers

S.No	Products	No. of Respondents	Percentage of Respondents
1	Window frames	10	16
2	Manhole covers	15	25
3	Compound walls	30	50
4	Garden Furniture	05	09
	Total	**60**	**100**

Interpretation

Majority of the customers buying many products from the sundip Construction so this table shows be the more products sales and customer likes to buy the products in the company. Most of the buying product from the company is compound walls so the other products like windows frame, manhole covers and garden furniture moving is not good because of competitions in the markets. So the other products from the company are fewer sales only.
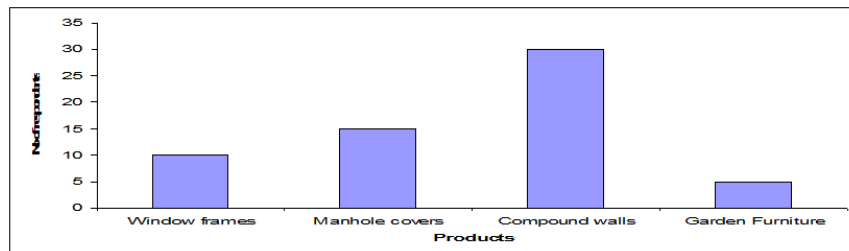

Figure 2

Table 3: Table Showing Customer's Opinion about Sundip Construction

S.No	Attributes	No. of Respondents	Percentage of Respondents
1	Excellent	35	59
2	Good	15	25
3	Average	10	16
4	poor	00	00
	Total	**60**	**100**

Interpretation

The above table shows consumers opinion about the sundip Construction products. Most of the consumers likes

this company product and wants to buy the products. No one can give poor result to these company products. So this will be explained the company is running successfully. A consumer gives excellent opinion about the products. Some of them gave good and average results to the sundip Construction products.
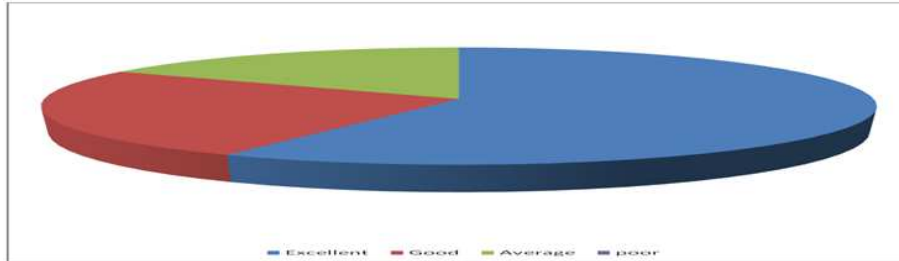

Figure 3

Table 4: Table Showing Customer's Opinion about Delivery of Products

S.No	Attributes	No. of Respondents	Percentage of Respondents
1	Excellent	25	41
2	Good	20	34
3	Average	10	16
4	poor	05	09
	Total	**60**	**100**

Interpretation

Majority of the customers about the delivery of the sundip products is excellent. Here the company delivery the product within a time to the customers. Rest of the customers gives normal results for the late delivery from the company.
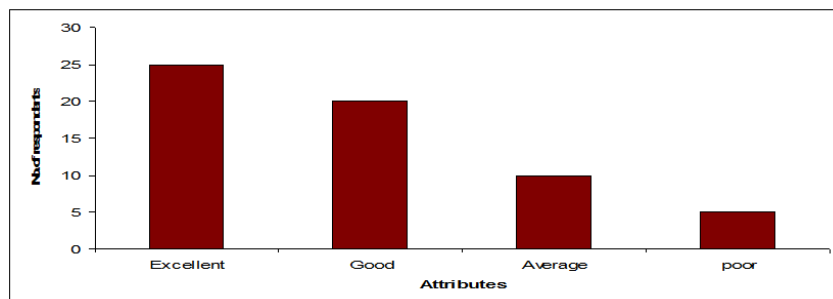

Figure 4

Table 5: Table Showing Customers Opinion on Advertisements Given by Sundip Construction

S.No	Attributes	No. of Respondents	Percentage of Respondents
1	Excellent	30	50
2	Good	20	33
3	Average	10	08
4	poor	00	09
	Total	**60**	**100**

Interpretation

Advertisement is the main part for each and every business so this company gives best advertisements to the customers. Half of the customers give best results about the company advertisements.
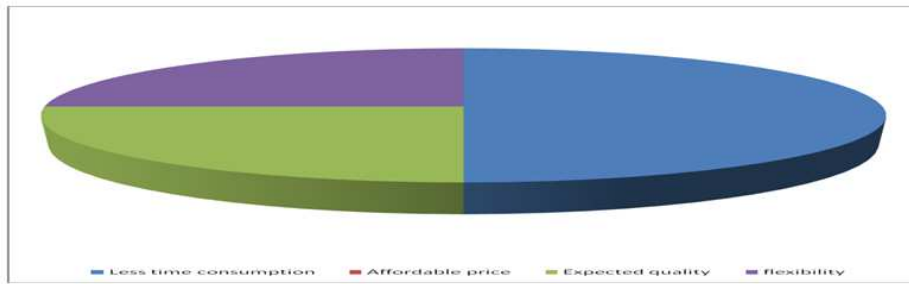
Figure 5

Table 6: Table Showing Customers Satisfaction Level over the Price of Sundip Products

S.No	Satisfaction Level	No. of Respondents	Percentage of Respondents
1	Highly satisfied	30	50
2	Moderately satisfied	10	17
3	Satisfied	10	17
4	Dissatisfied	10	16
	Total	**60**	**100**

Interpretation

Thus the above table shows price is the most common important purpose of business so the customer wants to buy the products within a low price. Sundip Construction should sales the products in low price with good quality so only the consumers willing to buy the products. So the result will be in highly satisfied.
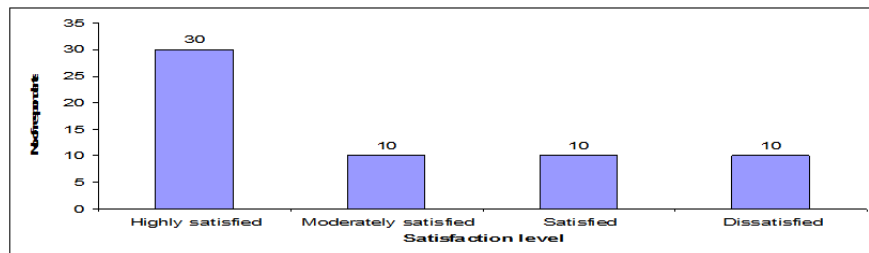

Figure 6

Table 7: Table Showing Customers Satisfaction Level towards Service Provided

S.No	Satisfaction Level	No. of Respondents	Percentage of Respondents
1	Highly satisfied	20	34
2	Moderately satisfied	10	16
3	Satisfied	20	34
4	Dissatisfied	10	16
	Total	**60**	**100**

Interpretation

It will show the service provided to the customers by the company and satisfaction level also. So the customers over all position and opnion are not bad. Some customers are highly satisfied and satisfied the some of them are moderately satisfied and dissatisfied because normal service. So the company wants to improve in good services providing to the consumers. It will bring best place in markets.

Figure 7

Table 8: Table Showing Customers Expectation on Changes or Improvement of Sundip Products

S.No	Attributes	No. of Respondents	Percentage of Respondents
1	Size	05	09
2	Price	15	25
3	Design	10	16
4	Quality	30	50
	Total	**60**	**100**

Interpretation

Thus the above table shows change and improve the quality because so many consumers' suggestions are quality only. If company should change the quality it will create more profits and increasing sales.
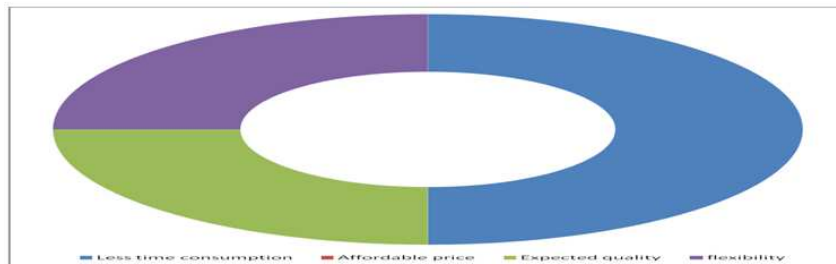

Figure 8

Table 9: Table Showing Factors Making Sundip Construction Experts in Concrete Products

S.No	Factors	No. of Respondents	Percentage of Respondents
1	Life of the product	40	66
2	Price	05	09
3	Using Quality cement	10	16
4	Quality steel	05	09
	Total	**60**	**100**

Interpretation

There is more number of companies producing the products to satisfy and complete the needs of the consumers. Here so many consumers opinion is sundip Construction having the best products. Most of them giving suggestion to life of the product
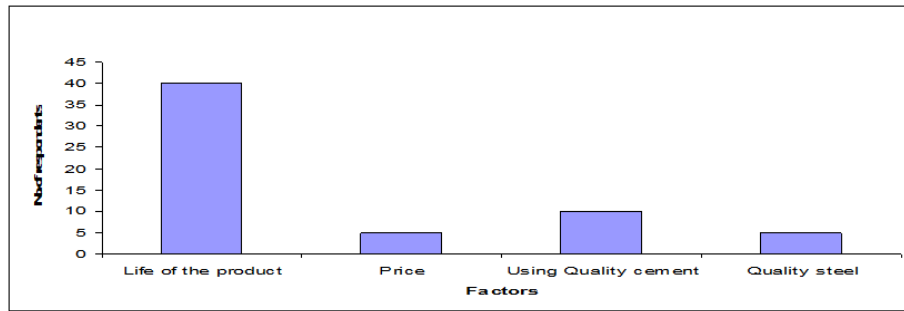
Figure 9

Table 10: Table Showing Customer's Opinion on Sundip Products in Faster Construction

S.No	Attributes	No. of Respondents	Percentage of Respondents
1	Strongly agree	40	66
2	Strongly disagree	20	34
	Total	**60**	**100**

Interpretation

Table shows sundip Construction concrete products help to finish the construction work quickly. Sixty six percent consumers strongly agree for faster construction. Some of them are disappionting this because they result is disagree. Some products is not helps for faster construction. So the company wants to change the methods for other products. Thirty four percent consumers are strongly disagreeing for faster construction.
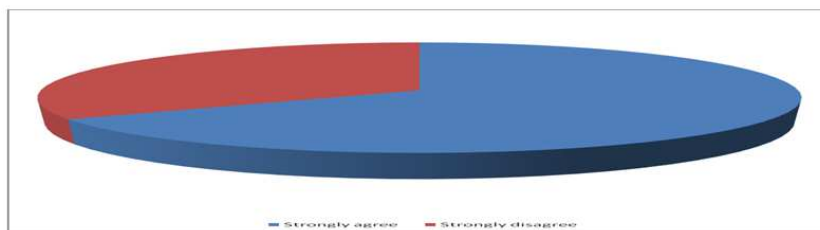

Figure 10

Table 11: Table Showing Factors Leading Sundip Construction Best When Compared with Other Products

S.No	Factors	No. of Respondents	Percentage of Respondents
1	Affordable price	10	17
2	Life of the product	15	25
3	Quick delivery	10	17
4	Good quality	25	41
	Total	**60**	**100**

Interpretation

Most of them giving suggestion to quality of the products so the company products having good quality and strong. This company will chase other company by the way of good quality. There is more number of companies producing the products to satisfy and complete the needs of the consumers. Day by day competition is increasing but consumers likes and wants to buy the best products only. Here so many consumers opinion is sundip Construction having the best products.
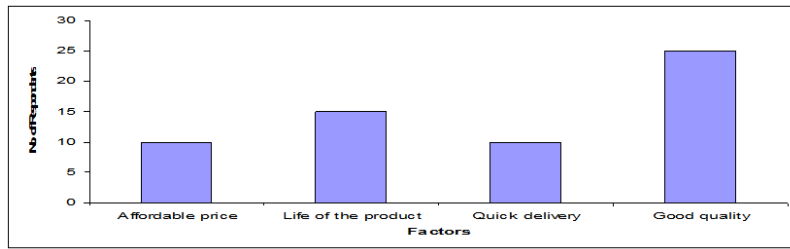
Figure 11

Table 12: Table Showing Reason for Selecting Readymade Concrete Products

S.No	Factors	No. of Respondents	Percentage of Respondents
1	Less time consumption	30	50
2	Affordable price	00	00
3	Expected quality	15	25
4	flexibility	15	25
	Total	**60**	**100**

Interpretation

Timing is very important for all works and business so here the sundip Construction products give less time consumption. It will help to finish the work quickly. Each and every business peoples wants to save the time only so the consumers is not get tension and also do the construction works quickly by the help of sundip products. It will be safe and it suitable for all construction business. Here more consumers select the option is less time consumption. Rest of the options are selected for expected quality and flexibility.
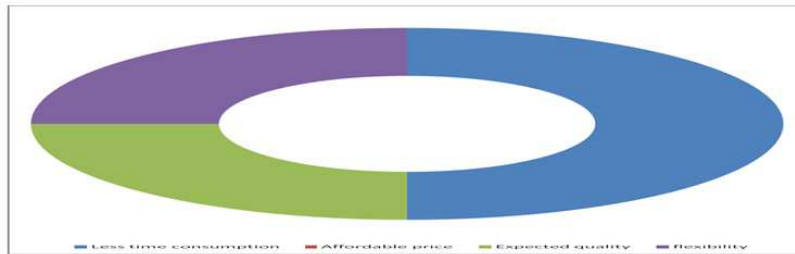

Figure 12

Table 13: Table Showing Customers Come to Know About an Organisation

S.No	Attributes	No. of Respondents
1	Agents	10
2	Peer companies	05
3	Newspapers	15
4	Internet	30
	Total	**60**

CHI- SQUARE ANALYSIS

Null Hypothesis

There is no significant the customers come to know about an organisation.

Alternative Null Hypothesis

There is significant the customers come to know about an organisation.

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

O = the frequencies observed

E = the frequencies expected

$\sum$ = the 'sum of'

Solution:

Table 14

O	E	O-E	$(O-E)^2$	$(O-E)^2/E$
10	15	-05	25	1.67
05	15	-10	100	6.67
15	15	00	00	00
30	15	15	225	15.00
60	60			23.34

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

O = the frequencies observed

E = the frequencies expected

$\sum$ = the 'sum of'

E=60/4 =15

X^2= 23.34

Interpretation

Since the calculated value is less than table value, the null hypothesis is accepted therefore there is no significant the customers come to know about the products.

Table 15: Table Showing Designing and Finishing of Sundip Products

S. No	Attributes	Designing & Finishing
1	Highly satisfied	25
2	Moderately satisfied	15
3	Satisfied	15
4	Dissatisfied	05
	Total	**60**

Table 16: Table showing Over all Satisfaction Level of Sundip Products

S. No	Attributes	Satisfaction Level
1	Highly satisfied	25
2	Moderately satisfied	25
3	Satisfied	05
4	Dissatisfied	05
	Total	**60**

Solution:

Karl Pearson's Correlation Coefficient

$$r = \frac{n\sum xy - (\sum x)(\sum y)}{\sqrt{n\sum(x^2) - ([\sum x])^2}\sqrt{n\sum(y^2) - (\sum y)^2}}$$

Table 17

Attributes	X	Y	XY	X2	Y2
Highly satisfied	25	25	625	625	625
Moderately satisfied	*15*	*25*	*375*	*225*	*625*
Satisfied	15	5	75	225	25
Dis satisfied	5	5	25	25	25
Total	**60**	**60**	**1100**	**1100**	**1300**

=0.625

Interpretation

Since the karl pearson's correlation coefficient is 0.625 from the table x is considered as satisfaction level and Y is considered as finishing and designing. The relationship between X and Y is 0.625 which has to be between +1 and -1. It shows the consumers opinion about whether they get highly satisfied or moderately satisfied or satisfied or dissatisfied.

Findings

- Regarding the service given by the sundip Construction consumers are highly satisfied with the service.

- The advertisement given by sundip Construction is effective and entirely good, which makes more new consumers.

- The customers expect felt changes or improvement towards sundip Construction regarding its price and quality.

- Most of the customers are possessing sundip concrete products for one year.

- Almost half the respondents have responded that the product of sundip Construction is excellent.

- The consumers rated as excellent for the time taken to deliver the sundip products it shows the satisfaction level on the delivery done by the sundip Construction.

- Almost of the customers respondents are of the view that the price of the sundip products is normal and they are highly satisfied with it.

- Most of the customers viewed that the sundip Construction have became experts in concrete products due to its quality and life of the product.

- The majority of the customers strongly agree that the sundip Construction products make construction fast.

- Most of the consumers are currently using the ready made compound walls produced by sundip company

- Life of the products make sundip Construction best when compare with other products.

- Majority of the customers selecting readymade concrete products due to less time consumption.

Suggestions

- Company should improve more on advertisements to cover all the products and create the awareness among consumers.

- Company should improve the quality and design of the products thus it will create large amount of sales.

- The cost of the readymade concrete products is felt high by some customers. The company has to focus and reducing the cost of readymade concrete products.

- Consumers highly prefer the sundip Construction concrete products for faster constructions, along with that the company should improve on its quality. Thus makes fulfilled and also make some additional customers.

- The first focus area of the company is to improve its service of concrete products where the service department has to work towards improving its service.

CONCLUSIONS

This study has been conducted mainly for the purpose of satisfying the level of relationship between the company and the consumers. The present study highlights the need for evaluating various services, the products features offered by the organization to its consumers so that the significant findings will contribute to formulate and impeccable strategy, which will bridge the gap between where the organization is and where they ought to be.

It sure that the recommendations given by the project study would be very much useful to the management for evolving their marketing strategies in order to tap the market and achieve excellence in their activities. The companies that are successfully buildings relationship and fostering customer perception are those that recognize that their brands perceived value hinges on the total end to end customer experience, from the promises made in the value proposition, to its delivery to the customers.

Considering the changes in all walks of the life the marketing policy is a major tool yo satisfy the customers of the organization to reinvent their potentiality and this study believes in achieving it through consumer perception. Therefore it is important for the organization to keep all its customers in a complete satisfaction level to have better and loyal customers, which will result in the high market share for the organization. It is about enticing customers, ganging their trust, and marketing experiences, so satisfying customers are confidence in their choice and will return again, and will tell others about it. Through the study it is found out sundip concrete products is having a very good satisfaction level among the customers and it can be improved also.

REFERENCES

1. Marketing Management by K. Aswathappa

2. Marketing Research by Prdeep Kumar

3. Production and Material Management by P. Saravanvel & P. Sumathi

4. Kothari, C.R (1990) "Research Methodology", New Delhi, Wishwa Prakashan Pvt. Ltd.

5. Www.Sundip Enterprises.Net