

Customer Satisfaction on Roots Products with Reference to Roots Industries Pvt. Ltd., Coimbatore

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Abstract: Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction that 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 factors of the customer, such as other products against which the customer can compare the organization's products. The main objectives in this study customer awareness and satisfaction. Data were collected 150 respondents selected and using convenient sampling method, findings related

Keywords: customer satisfaction, customer awareness, Psychological factor, Roots industry, Roots product

1. Introduction

Every human being is a consumer of different produces. If there is no consumer, there is no business. Therefore, consumer satisfaction is very important to every business person. The consumer satisfaction after purchase depends on the product performance in relation to his/her expectations.

Philip Kotler (2008) observed that satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his or her expectations. Consumer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance (outcome) in relation to the person's expectations. This satisfaction level is a function of difference between perceived performance and expectations. If the product's performance exceeds expectation, the customer is highly satisfied or delighted. If the performance matches to the expectations, the customer is satisfied. If the product's performance falls short of expectations, the customer feels dissatisfied.

Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms.

Organizations need to retain 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 abstract concept and the actual manifestation of the state of satisfaction that 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 factors of the customer, such as other products against which the customer can compare the organization's products.

There are many factors that affect customer satisfaction. According to Hokanson (1995), these factors include friendly employees, courteous employees, knowledgeable employees, helpful employees, accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity and quick service. This is shown in Figure 1.1 below.

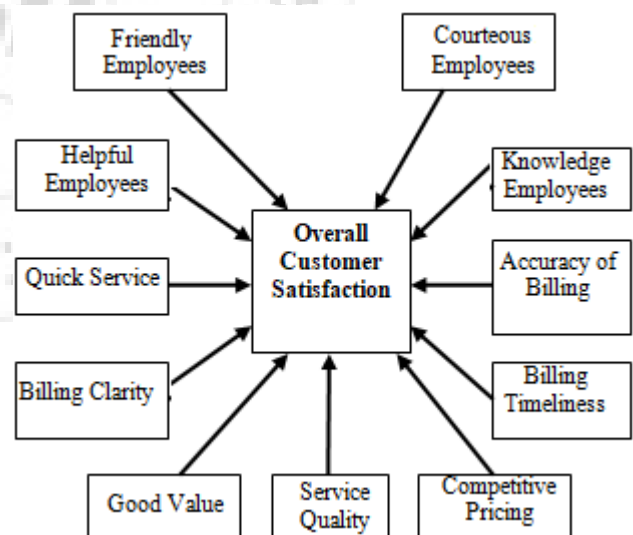


Figure 1.1: Factors that Affect Customer Satisfaction

2. Statement of the Problem

Competition in the Automobile industry has become a major issue. There are various companies that have decided to change their brands so as to suit their customers' interest. A number of technical development have been adopted in automobile products.

In today's automobile market, there are many novel products attracting the customers. Many local and products imported from China and Taiwan are abundant in varieties. But many of them are tend to be use and throw products. It is much difficult to the customers to identify the quality and long lasting one. Quality products from branded companies cost nominally. But customers are given chances to choose from many local and quality variants. The imported products from China, Taiwan and imitated products locally made are normally cheaper than the quality ones. Hence it is very difficult to the customer to arrive at the conclusion on what to buy and which one to select from the variants by considering its price, quality and life.

The study about customer satisfaction helps to know the opinion about Roots products concerning the customers want? How to use? and what reaction is found when a new product is launched? The study also helps to know the marketing strategies, such as price, quality and activating message that affects the buyer.

“Satisfaction influences repurchase intentions whereas dissatisfaction has been seen as a primary reason for customer defection or discontinuation of a purchase”.

Objective of the Study

- 1) To study the customer awareness about Roots products.
- 2) To analyse the customer satisfaction of Roots Products.
- 3) To offer suggestion on the basis of findings of the study.

Methodology

This study is based on both primary and secondary data. For collecting primary data interview schedule technique has been adopted. The sample size of the respondents has been restricted to 150 and they have been identified randomly by using convenient sampling technique. Appropriate scaling technique has been adopted where ever the necessity arises. The Secondary data have been collected from the company profile, news papers, magazines, journals, articles and websites and so on.

Hypothesis

H01 There is no association between demographic factors and customer satisfaction

Statistical Tools

The following are the statistical tools have been applied for this present study. They are,

1. Simple percentage analysis and
2. Chi-square test

1. Simple Percentage Analysis

Simple percentage analysis has been used to find out the views and opinion of the respondents under this study.

$$\text{Percentage} = \frac{\text{No. of respondents}}{\text{Sample size}} \times 100$$

2. Chi-square Test

It is a technique to examine whether a given discrepancy (i.e. value of χ^2) between theory and observation is considered to be significant.

Uses of chi-square

Chi-square is a very versatile test used both as a non-parametric and a parametric measure. As a non-parametric measure it is used as:

- 1) As test goodness of fit.
- 2) As a test of independence.
- 3) To establish confidence intervals for the variance of a population.

Step involved in applying Chi-square test

- 1) To calculate the expected frequencies on the basis of the given hypothesis or on the basis of null hypothesis.

- 2) Expected frequency of any cell:

$$E = \frac{(\text{Row total for the row of that cell}) \times (\text{Column total for the column of that cell})}{(\text{Grand Total})}$$

- 3) To obtain the difference between observed and expected frequencies and to find out the square of such differences. Calculate $(O_{ij} - E_{ij})^2$.
- 4) To divide the quality $(O_{ij} - E_{ij})^2$ obtained as stated above by the corresponding expected frequencies or the group frequencies.

- 5) To find out the summation of $(O_{ij} - E_{ij})^2 / E_{ij}$ values or what we call

$$\frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}} \text{ This is required } \chi^2 \text{ values.}$$

The χ^2 value obtained as such should be compared with relevant table of χ^2 and the interface is drawn.

3. Significance of the Study

As this study is about the customer satisfaction and it is the yard stick to identify customer satisfaction. It will help the company to improve their efficiency in production and sales. It will help to identify the real tastes and preferences of their customers.

This study will act just as a feedback from its customers to the company to know the various means and ways to satisfy the customers and solve their queries. With this real experience, it shall helpful to know about the marketing techniques and how to survive in the competitive marketing field.

4. Limitations of the Study

- 1) The study is based mainly on the primary data. The respondents have responded to the schedule out of their memory. Hence, there is a chance for memory bias.
- 2) Non-availability of proper records had been consistently felt of a major limitation.
- 3) Findings are based on the assumptions that the customers reveal the correct information.

Table 3

Variable	No. of Respondents	Percentage
Qualification :		
Below HSC	28	18.7
Under Graduates	48	32
Post Graduates	43	28.6
Others	31	20.6
Occupation :		
Employee	70	46.7
Business	26	17.3
Farmers	18	12
Others	36	24
Monthly Income:		
Below Rs.10,000	42	28
Rs.10,001 to Rs.15,000	38	25.3
Rs.15,001 to Rs.20,000	52	34.7
Above Rs.20,000	18	12
Awareness about Roots Products:		
Television	23	15.3
Radio	7	4.7
Newspapers	27	18
Magazines	19	12.7
Internet / Website	14	9.3
Mechanics	60	40
Products Utilization		
Electronics – Horns	43	28.7
Halogen Lamps	36	24
Brake Pad	24	16
Brake Shoe	14	9.3
Home appliance (Tiny Product)	10	6.7
Battery	23	15.3

Source: Primary Data.

The study explains that out of 150 respondents, 48 respondents (32 per cent) are Under Graduates, 43 respondents (28.6 per cent) are Post Graduates followed by 31 and 28 respondents (20.7, 18.7 per cent) are Others and Below HSC respectively, 70 respondent (46.7 per cent) are Employee, 36 respondents (24 per cent) are others followed by 26 and 18 respondents (17.3, 12 per cent) are Business and Farmers respectively. 52 respondents (34.7 per cent) are at the income level of Rs.15,001 to Rs.20,000 followed by 42 respondents (28 per cent) are at below Rs.10,000 followed by 38 and 18 respondents (25.3, 12 per cent) are under the categories of Rs.10,001 to Rs.15,000. Above Rs.20,000 respectively, 60 respondents (40 per cent) have known the awareness about Roots products from mechanics. 27 respondents (18 per cent) have known the awareness through news papers followed by 23 and 19 respondents (15.3 and 12.7 per cent) have known the awareness with the help of television and magazines respectively.

The table exhibits that out of 150 respondents 43 respondents (28.7 per cent) are utilizing Electronics-Horns, 36 respondents (24 per cent) are utilizing Halogen Lamp products followed by 24, 14, 10 and 23 respondents (16 per cent, 9.3 per cent, 6.7 per cent 15.3) are utilizing Brake Pad, Brake Shoe, Clutch Plate and Battery respectively.

Table 3: Customers' Overall Satisfaction with regard to Roots Products

S. No.	Overall Satisfied with the product	No. of Respondents	Percentage
1	Highly Satisfied	100	66.7
2	Satisfied	25	16.6
3	Neither satisfied nor satisfied	16	10.7
4	Dissatisfied	9	6
5	Highly Dissatisfied	---	---
Total		150	100

Source: Primary Data

The above table reveals that the measure of overall satisfaction of the customers with regard to Roots products. Out of 150 respondents, 100 respondents (66.7 per cent) are highly satisfied, 25 respondents (16.6 per cent) are satisfied followed by 16, nine respondents (10.7, 9 per cent) are neither satisfied nor satisfied and dissatisfied.

Table 4

Test of Significance between Qualification and Quality of the Products

H_0 – There is no significance difference between qualification and opinion of customers about the quality of Roots products.

Expected Frequency

16.05	7.46	3.7	0.75	0
27.52	12.8	6.4	1.28	0
24.65	11.47	5.7	1.15	0
17.77	8.3	4.1	0.83	0

Source: Computed from Primary Data

Calculated χ^2 Value = 4.83

df = (r - 1) (c-1) = (5-1) (4-1) = 12

Table value @ 5% level = 21.0

Result : The calculated value is less than the table value. Hence the null-hypothesis is accepted.

Table 5: Test of Significance Between Income and Quality of the Products

H_0 – There is no significance difference between income and opinion of customers about the quality of Roots products.

Expected Frequency

24.1	11.2	5.6	1.1	0
22	10.1	5.1	1.01	0
30	14	7	1.4	0
10.3	4.8	2.4	0.48	0

Source: Computed from Primary Data

Calculated χ^2 Value = 8.65

df = (r - 1) (c-1) = (5-1) (4-1) = 12

Table value @ 5% level = 21.0

Result : The calculated value is less than the table value. Hence the null-hypothesis is accepted.

Table 6: Test of Significance Between Income and Price of the Products

H_0 – There is no significance difference between income and opinion of customers about the price of Roots products.

Expected Frequency

10.1	23.8	4.2	2.8	1.1
9.1	21.5	3.8	2.5	1.01
12.5	29.5	5.2	3.5	1.4
4.3	10.2	1.8	1.2	0.5

Source: Computed from Primary Data

Calculated χ^2 Value = 5.19

df = (r - 1) (c-1) = (5-1) (4-1) = 12

Table value @ 5% level = 21.0

Result: The calculated value is less than the table value. Hence the null-hypothesis is accepted.

5. Suggestions

- 1) As Coimbatore city is well known for automobiles and automobile ancillary products, Roots has its own production units in Coimbatore itself. Though Roots is a well known Brand for Horns, Halogen lamps and Brake pads. It is very much acknowledged in the customers' minds only for Horns. This must be developed and star products of the company must be brought to the knowledge of the customers' across the country and abroad through promotional activities such as advertising in the print and electronic media and opening of new outlets where ever the company finds it feasible.
- 2) Today's automobile ancillary market is perplexed with various products of unknown brands and use and throw imported products and those are cheaper than the products of Roots. Hence in this competitive automobile market the company must pay more attention on price. Because most of the customers look for price variance even though known or unknown about the quality of the product. So Roots may concentrate on the price levels not compromising its quality.
- 3) The company can take better measures in its promotional strategies, one among the performance of the company's products might be brought to the knowledge of mechanics and automobile specialists across the country by giving them special training with complements. So that they can stamp the name of the company in the better way within the minds of the customers.
- 4) Periodical exhibition and roads shows might be concluded feasible points.
- 5) To attain to the maximum customer satisfaction the company may adopt strategies like satisfying the existing customers through price offers and free gifts. So that this may enhance the new customer though the satisfied existing customers.

6. Conclusion

The strategy of "Caveat Emptor" that is the buyer need to be beware of product has now shifted to "Caveat Venditor" that is the vendor or the marketer needs to be aware of the needs of the customers. Companies have to understand that the key to building long lasting relationship with consumer is the creating of superior customers value and satisfaction. It's concluded from this study "Customer Satisfaction on Roots Products with Special Reference to Roots Industries Pvt. Ltd., Coimbatore" that the roots industry is towards "Caveat Venditor" and holding its key to create superior customer value and satisfaction.

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