

A STUDY ON CUSTOMERS' SATISFACTION AND INSIGHTS CAPABILITIES TO A NEW LEVEL OF EXCELLENCE IN SELVAM SEEDS PRIVATE LIMITED, SALEM

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Abstract—The study is to find the customer satisfaction this is done to have a greater number of satisfied customers. In this current competition prevailing in Selvam Seeds Private Limited, Salem have a greater number of customers and that to satisfied customer. It is also essential to know marketing strategy of other companies in the market so that Selvam Seeds Private Limited, Salem can incorporate new strategies in the field of promotion, customer service and those enhance customer satisfaction. The study also helps to know more about the customer, and it result in good relation between the company and the customer.

Keywords—Customer Expectations, Customer Retention, Customer Satisfaction, Profits, Strategies.

INTRODUCTION

Many companies aim goes beyond satisfying the customer. Our aim is to delight the customer. „, this is a highest quest and may be the secret of great marketers“. Delighted customers more effective advertisers than all the paid advertisements place in the media. Profit could change in a particular year for many reasons, including rising costs, falling prices, major new investments and so on. But the ultimate sign of a healthy company is that its company is that its customer satisfaction index is high and keep rising. Customer satisfaction is the best indicator of the company's future profits. A company must not conclude that it can get a full picture of customer satisfaction and dissatisfaction by simply running a compliant and suggestion system. Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as the number of customers, or percentage of total customer, whose reported experience with a firm, its products, or its service (rating) exceeds specified satisfaction goals.“ In a survey of nearly 200 senior marketing managers, 71 percent of the responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

It is seen as a key performance indicator within business and is often part of a balanced scorecard. In a competitive marketplace where businesses compete for customer, customer satisfaction is seen as a key differentiator and increasingly has become a key of business strategy.

STATEMENT OF THE PROBLEM

The study is to find the customer satisfaction this is done to have a greater number of satisfied customers. In this current competition prevailing in Selvam Seeds Private Limited, Salem have a greater number of customers and that to satisfied customer. It is also essential to know marketing strategy of other companies in the market so that Selvam Seeds Private Limited, Salem can incorporate new strategies in the field of promotion, customer service and those enhance customer satisfaction. The study also helps to know more about the customer, and it result in good relation between the company and the customer.

OBJECTIVES OF THE STUDY

Primary Objective:

- To Study on Customer Satisfaction with special reference to Selvam Seeds Private Limited, Salem in Salem

Secondary Objectives:

- To find the satisfaction level of customers in Selvam Seeds Private Limited, Salem
- To know the customer expectations in Selvam Seeds Private Limited, Salem
- To study the quality of service rendered by Selvam Seeds Private Limited, Salem
- To study the customer retention of Selvam Seeds Private Limited, Salem
- To identify the reason behind to visit the Selvam Seeds Private Limited, Salem

SCOPE OF THE STUDY

- The study is confined on the selected customer in visitors of the Selvam Seeds Private Limited, Salem.
- To know the customer satisfactory levels with quality of service of Selvam Seeds Private Limited, Salem and promotional activities by the company.
- The study enables to know the expectations of the customer and consequently the customers.
- The study highlights the scope for the future improvements based on present scale.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically .it includes various steps that are generally adopted by research in studying his research problems along with the logic behind them.

RESEARCH DESIGN

The formidable problem that follows the task of defining the research problem is the preparation of the design of the research project, popularly known as the „research design” research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The research design adopted for this study is descriptive design. Descriptive research includes surveys and fact finding of different kinds.

SAMPLING UNIT

The sampling unit consists of the Selvam Seeds Private Limited, Salem in Salem. The data was collected from all the 150 respondents by means of questionnaire.

SAMPLING TECHNIQUES

The sampling technique used in this study is „ convenience sampling” when the population elements for inclusion in the sample based on the ease of access, it can be called as convenience sampling.

CONVENIENCE SAMPLING

In this method, the sample units are choosing primary on the basic of the convenience to the investigation.

SOURCE OF DATA

Primary Data

The primary data was collected from the respondents by means of questionnaire

Secondary Data

The secondary data was collected from the books, journals, magazines, and company

DATA COLLECTION METHOD

The data is collected through a structure questionnaire

PERCENTAGE METHOD

Percentage is used to compare the relative terms, the relative terms, and the distribution of two or more series of data. Since percentage everything to a common base and thereby meaningful comparison can be made

Percentage of the respondents= no. of respondents / total no respondents * 150

LIMITATION

- The survey was restricted to Salem only
- The study was conducted in a limited duration of time so that detailed and comprehensive study could not be made
- Most of the respondents were having insufficient time for filling in the questionnaire Unwillingness of the respondents to provide information.

DATA ANALYSIS AND INTERPRETAION

GENDER OF THE RESPONDENTS

The researcher needs to find out the gender of the respondents. It may categorize into those following, Male, and Female. For the purpose, data are to be analyzes and presented in the calculation with percentage method.

TABLE 1: GENDER OF THE RESPONDENTS

<i>Gender</i>	<i>No. of the respondents</i>	<i>Percentage (%)</i>
Male	105	70
Female	45	30
Total	150	100

From the above table shows that 70% of the respondents are male. And 30% of the respondents are female.

AGE OF THE RESPONDENTS

The researcher needs to find out the age of the. It may categorize into those following, Below 25, 25 – 30 years, 31 – 35 years, 36 – 40 years, and above 40 years. For the purpose, data are to be analyzes and presented in the calculation with percentage method.

TABLE 2: AGE OF THE RESPODDENTS

<i>Age group</i>	<i>No. of the respondents</i>	<i>Percentage (%)</i>
Below 25 years	31	21
25 – 30 years	45	30
31 – 35 years	28	19
36 – 40 years	24	16
Above 40	22	14
Total	150	100

From the above table shows that 30% of the respondents are 25 – 30 years old. And 20.67% of the respondents are below 25 years old. And 18.67% of the respondents are 31 – 35 years old.

QUALIFICATION OF THE RESPONDENTS

The researcher needs to find out the qualification of the respondents. It may categorize into those following, SSLC, HSC, UG, PG, Others (Specify). For the purpose, data are to be analyzed and presented in the calculation with percentage method.

TABLE 3: QUALIFICATION OF THE RESPONDENTS

<i>Qualification</i>	<i>No. of the Respondents</i>	<i>Percentage (%)</i>
SSLC	72	48
HSC	20	13
UG	25	17
PG	15	10
Others	18	12
Total	150	100

From the above table shows that 48% of the respondents are SSLC. 17% of the respondents are UG. And 13 % of the respondents are HSC.

PLACE OF LIVING TEXTUAL DESCRIPTION

The researcher needs to find out the place of living of the respondents. It may categorize into those following, Urban, Semi Urban, and Rural. For the purpose, data are to be analyzed and presented in the calculation with percentage method.

TABLE 4: PLACE OF LIVING OF THE RESPONDENTS

<i>Place of Living</i>	<i>No. of the Respondents</i>	<i>Percentage (%)</i>
Urban	72	48
Semi-Urban	20	13
Rural	58	39
Total	150	100

From the above table shows that 48% of the respondents are Urban. And 39 % of the respondents are Rural. And 13 % of the respondents are semi urban.

BUYING FIRST TIME OF SELVAM SEEDS DESCRIPTION

The researcher needs to find out the respondents buying first time of the respondents. It may categorize into those following, Yes, no. For the purpose, data are to be analyzed and presented in the calculation with percentage method.

TABLE 5: BUYING FIRST TIME OF SELVAM SEEDS

<i>Particulars</i>	<i>No. of the respondents</i>	<i>Percentage (%)</i>
Yes	72	48
No	78	52
Total	150	100

From the above table shows that 52% of the respondents are already bought. And 48% of the respondents are bought at 1st time.

TABLE 6: SOURCES FOR THE RESPONDENTS TEXTUAL DESCRIPTION

The researcher needs to find out the sources for the respondents. For the purpose, data are to be analyzed and presented in the calculation with percentage method.

<i>Sources</i>	<i>No. of respondents</i>	<i>Percentage (%)</i>
I already knew of it	85	57
Internet	25	16
Friends and relatives	10	6
Neighbors	18	11
Banner Display	12	10
Total	150	100

From the above table shows that 57 % of the respondents are already knew it. And 16 % of the respondents are knowing with the help of internet. And 11% of the respondents know with the help of Neighbors.

PURPOSE OF BUYING OF THE RESPONDENTS TEXTUAL DESCRIPTION

The researcher needs to find out the purpose of buying of the respondents. It may categorize into those following, Agricultural, Sales and Distribution, Pallet, and other purpose. For the purpose, data are to be analyzed and presented in the calculation with percentage method.

TABLE 7: PURPOSE OF THE RESPONDENTS

<i>Purpose</i>	<i>No. of the respondents</i>	<i>Percentage (%)</i>
Agricultural	85	57
Sales and Distribution	30	20
Pallet	15	10
Other purpose	20	13
Total	150	100

From the above table shows that 57% of the respondents are buying for Agricultural Purpose. And 20% of the respondents are buying for sales and distribution. And 10% of the respondents are buying for pallet purpose.

LEVEL SATISFACTION IN DISTRIBUTION SYSTEM TEXTUAL DESCRIPTION

The researcher needs to find out the overall satisfaction of the respondents. It may categorize into those following, highly satisfy, satisfy, neutral, dissatisfy, highly dissatisfy. For the purpose, data are to be analyzed and presented in the calculation with percentage method.

TABLE 8: LEVEL SATISFACTION IN DISTRIBUTION SYSTEM

<i>Particulars</i>	<i>No. of respondents</i>	<i>Percentage (%)</i>
Highly satisfy	92	61
Satisfy	42	28
Neutral	10	7
Dissatisfy	6	4
Highly dissatisfy	0	0
Total	150	100

From the above table shows that 61.33% of the respondents are highly satisfy. And 28% of the respondents are satisfy. And 6.67% of the respondents are neutral

PLANNING OF NEXT TIME BUYING TEXTUAL DESCRIPTION

The researcher needs to find out the planning of next time buying. It may categorize into those following, very likely, somewhat likely, neither likely / unlikely, somewhat unlikely, very unlikely. For the purpose, data are to be analyzes and presented in the calculation with percentage method.

TABLE 9: PLANNING ANOTHER EVENT

<i>Particulars</i>	<i>No. of The Respondents</i>	<i>Percentage (%)</i>
Very likely	82	54.67
Somewhat likely	27	18
Neither likely/unlikely	31	20.67
Somewhat unlikely	10	6.66
Very unlikely	0	0
Total	150	100

From the above table shows that 54.67% of the respondents are very likely to buy another time. And 20.67% of the respondents are neither likely / unlikely.

SERVICE PREFERED IN RESPONDENTS IN SELVAM SEEDS TEXTUAL DESCRIPTION

The researcher needs to find out the services preferred by respondents in Selvam Seeds.

TABLE 10: SERVICE PREFERED IN RESPONDENTS IN SELVAM SEEDS

<i>Particulars</i>	<i>No. of the respondents</i>	<i>Percentage (%)</i>
Quality Seeds	85	57
Variety of Seeds	30	20
Marketing Techniques	15	10
Technology used by Company	20	13
Total	150	100

From the above table shows that 32% of the respondents are preferred banquets service. And 21.33% of the respondents are preferred travel desk service. And 19.33% of the respondents are preferred room service

RECOMMENDED TO OTHER TEXTUAL DESCRIPTION

The researcher needs to find out the respondents recommend to other. It may categorize into those following, yes, no. For the purpose, data are to be analyzes and presented in the calculation with percentage method.

TABLE 11: RECOMMENDED TO OTHER

<i>Particular</i>	<i>No. of the respondents</i>	<i>Percentage (%)</i>
Yes	150	100
No	0	0
Total	150	100

From the above table shows that 100% of the respondents are recommended Selvam Seeds to others

*A Study on Customers' Satisfaction and Insights Capabilities to A New Level of Excellence in
Selvam Seeds Private Limited, Salem*

FINDINGS

- It shows that majority (70%) of the respondents are male
- It shows that majority (30%) of the respondents are 25 – 30-year-old
- It shows that majority (48%) of the respondents are employed
- It shows that majority (72%) of the respondents are visiting first time to the hotel
- It shows that majority (56.67%) of the respondents are already knew it
- It shows that majority (56.67%) of the respondents
- It shows that majority (61.33%) of the respondents are highly satisfy with overall experience
- It shows that majority (54.67%) of the respondents are very much interest to visit again
- It shows that majority (32%) of the respondents are very much prepared banquets service
- It shows that majority (100%) of the respondents are recommended to others

SUGGESTION

- Most of the customer bought the seeds for agricultural purposes. So, the company has been attracted more by others.
- Most of the customer preferred using technology for Selvam seeds only, so the company has been providing the service without any interruption and improving other services to preferred way.
- The hotel has been improving the all the available service.

CONCLUSION

Customer satisfaction is the important key factor that helps the customer to stay in the product/ company. There are many factors that makes the customer to satisfy, it may include, price, quality, quantity, availability etc., if all these factor perform well and also meet the customer needs, then the customer become satisfied with the product. From the study, most of the of the are satisfied with the customer with the company and the problem faced by them is to be considered, to make them more satisfy. If the company provides all these factors in the timely manner, then that will yield a good result.
