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ijmrset@gmail.com



www.ijmrset.com



A Study on Customer Satisfaction towards With Special Reference to Erode District

Jothibashu, P. Jayakumar

Asst. Professor, Department of Management Studies, Nandha Engineering College (Autonomous), Erode, India

II MBA Student, Department of Management, Nandha Engineering College (Autonomous), Erode, India

ABSTRACT: Customer Satisfaction need to be the principle intention of a enterprise. It is important for businesses to effectively manage customer satisfaction. To be able do this, firms need reliable and representative measures of satisfaction. The importance of customer satisfaction diminishes when a firm has elevated bargaining electricity. The researcher has carried out this observe to locate out the stage of consumer pride towards vivo smart phones. The target respondent includes those customers who are using the vivo smart phones. The collected information changed into edited, code and tabulated by using the use of a few statistical tools.

I. INTRODUCTION

Customer pride is described as a size that determines how happy clients are with a organization's merchandise, services and abilities. Customer satisfaction records, along with surveys and ratings can help a employer determine the way to best improve or adjustments its services and products. An company's essential focus have to be to fulfill its clients. This applies to business corporations, retail and wholesale agencies, authorities bodies, carrier agencies, nonprofit groups, and every subgroup within and corporation.

II. OBJECTIVES OF THE STUDY

- ❖ To study the various services offered by vivo to the customer.
- ❖ To find out the satisfaction level towards vivo users.

III. SCOPE OF THE STUDY

From this study, the performance and problems of the customer can be analyzed. The study helps to know the factors that influence the customer to buy the product. This study helps to know the necessary change in product features and customer feeling about the vivo smart phone. The study will be useful for the company to make necessary changes in price, designs, apps, and etc. This focuses on customer satisfaction towards the services provided by vivo mobiles.

IV. LIMITATIONS OF THE STUDY

- ❖ The survey was limited to Erode region only, so it cannot be generalized to all the cities.
- ❖ The samples size is limited to 150 customers only.
- ❖ Time is one of the major constraints.
- ❖ At most care taken by the researches to choose the correct in formation from the respondents.
- ❖ The study is based upon primary data, so any wrong information given by the respondents may mislead the findings.

V. REVIEW OF LITERATURE

Gerald S. Berke, Dennis M. Moore, Bruce R. Gerratt

The particle velocity across the glottis was measured with simultaneous electro glottography, photoglottography, and subglottic pressure in an in vivo canine model of phonation. A constant temperature anemometer measured flow velocity at five midline anterior to posterior glottal positions.



Zhican Yang, Chun Yu, Yuanchun Shi

Flipping is a potential interaction method for dual-display phones with front and rear screens. However, little is known about users' phone flipping behaviors. To investigate it, we iteratively conduct three user studies in this research.

ZhengXu, Guiyan Zhu Qingyuan Zhou

At present, the focus of marketing research is mostly on the influencing factors, composition, and measurement of brand equity. The meta-combined brand equity analysis is based on two main research perspectives: financial perspective and customer perspective. While the financial perspective is based on the incremental discounted future cash flows that would result from a branded product's revenue over the revenue of an unbranded product, the brand equity from the customer's perspective is the consumer's reaction to brand marketing behavior, the impact on brand knowledge. The decision-making of marketing behaviors often faces choices related to ethics. Therefore, once the moral value of a company through marketing behavior is recognized by consumers, the ethical behavior presented in this article through marketing behavior will make consumers feel more about the brand. How does the brand equity of your customer's products affect you? In this experiment, shopping groups with the same shopping experience were selected.

Nawar N. Chaker Edward L. Nowlin Raj

Agnihotri

The nature of inside sales has shifted, increasing in autonomy, importance, and scope. Moreover, buyers are changing their preferences from face-to-face interactions to virtual-based relationships, leading to a future full of opportunities for inside salespeople using social media. The practitioner literature suggests that inside sales represent the sales business model of the digital era and a distinct strategic selling approach. While there has been a recent surge in theoretical research on inside sales, extant research fails to explore how and why inside salespeople uses social media as a critical tool. Research on social media use in sales has neglected to consider the growing role of inside sales, where sellers lack the opportunity to meet with customers face-to-face and must routinely rely on remote communication to interact with customers.

VI. RESEARCH METHODOLOGY

6.1 RESEARCH DESIGN

- 1). A Master plan that specifies the method and procedures for collecting and analyzing needed information.
- 2). A research design is a framework or blueprint for conducting the marketing research project.

6.2 SAMPLE DESIGN

- ❖ Sampling design is a mathematical function that gives you the probability of any given sample being drawn.
- ❖ The research used is Non- probability convenience sampling.

6.3 NON-PROBABILITY SAMPLING

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

6.4 CONVENIENCE SAMPLING

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

6.5 SIZE OF THE SAMPLE

The Sample size is **150**.



VII. DATA COLLECTION METHOD

7.1 PRIMARY DATA

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by me. In this research primary data are collected directly from the Respondent by using Questionnaire.

7.2 SECONDARY DATA

These are data which are already collected and used by someone preciously. In this research review of Literature, Details of the industry are collected from the Internet.

VI. STATISTICAL TOOLS USED

To analyze and interpret collected data the following simple percentage and ranking were used.

8.1 SIMPLE PERCENTAGE AND WEIGHTED AVERAGE METHODS

To analyze and interpret collected data the following simple percentage and ranking were used.

FORMULA

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

8.2 WEIGHTED AVERAGE METHOD

The weighted average method is an inventory costing method that assigns average cost to each piece of inventory when it is sold during the year.

Through this method the weighted average with each individual parameter of a particular department was obtained and through these weighted average of department sum of weighted average of all departments.

$$W_A = \frac{\sum(\text{Number of Respondents} \times \text{Weight})}{\sum(\text{Weights})}$$

IX. DATA ANALYSIS

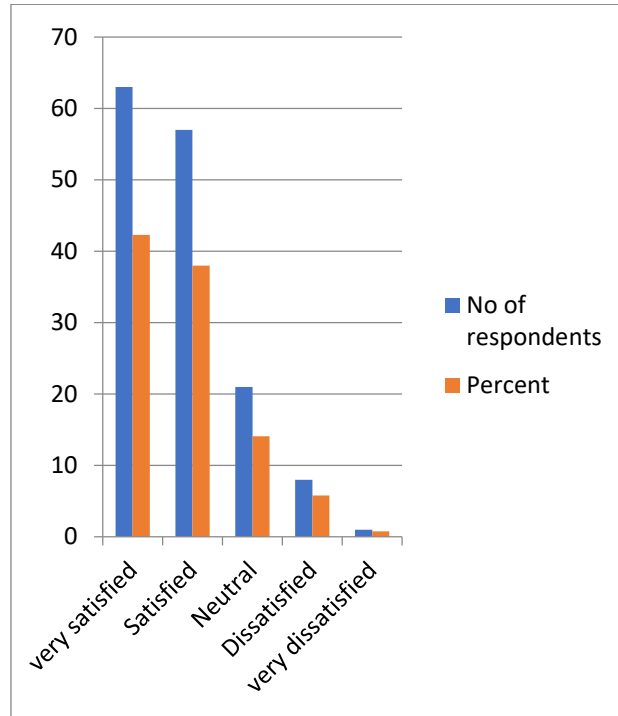
The Respondent who participated in the research are from diversified background with gender, age group, marital status and educational qualification.

Table 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Preference	No.of respondents	Percent
very satisfied	63	42.3
Satisfied	57	38
Neutral	21	14.1
Dissatisfied	8	5.8
very dissatisfied	1	.8
Total	150	100.0



SOURCE: PRIMARY DATA



INFERENCE

From this study it is evident that 42.3% of the respondents are very satisfied for vivo services.

**Table 2: WEIGHTED AVERAGE METHOD
FEATURES OF MOBILE PHONE**

Weight(2)	5	4	3	2	1	Total	WA	Rank
Preference	1 Rank	2 Rank	3 Rank	4 Rank	5 Rank			
Design	45	71	20	14	0	597	38.8	6
Operating system	56	44	37	13	0	593	39.5	7
Brand	47	55	30	18	0	581	38.7	8
Camera/Video capabilities	67	48	25	8	2	620	41.3	2



Availability of applications	51	47	30	18	2	571	38.0	9
Easy to use	66	42	27	15	0	609	40.6	4
Screen size	74	35	28	12	1	619	41.2	3
Battery life	48	57	25	20	0	623	41.5	1
Touch Sensitivity	63	48	22	15	2	605	40.3	5

INFERENCE

Thus, from the above table shows that it is clear that Features of vivo mobile phone ,battery life is ranked with highest score 41.5, Availability of applications are last rank in Vivo mobile phones.

X. FINDINGS

- ❖ 42.3 percent of the respondents are satisfaction level towards over all service provided by vivo mobiles.
- ❖ Features of vivo mobile phone, battery life is ranked with highest score 41.5, Availability of applications are last rank in Vivo mobile phones.

XI. SUGGESTIONS

- ❖ Customers felt features of vivo mobiles are satisfied.
- ❖ Customer suggested to improve operating system.
- ❖ Customer suggested to increase battery life.
- ❖ Customer suggest to launch new models and features.

XII. CONCLUSION

This study conducted from Erode city, Vivo smart phones is a highly moving smartphones, when compared to other smart phone. The study about the various aspects of customer satisfaction on Vivo smartphones in Erode city satisfied the following the handling convenience in Vivo smart phones, product and the quality of service provider in Vivo smart phones. The survey conducted from Erode city helps to make identification over its strength and weakness of Vivo smart phones.

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