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ijirset@gmail.com



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A Study on Consumer Satisfaction towards Kitchenware Products of Sail (SSP)

K. Nandhini, Narendra Kumar K

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

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

ABSTRACT: In marketing, customer satisfaction is considered as a key construct in the last few years. Previously it is a less acceptable construct, since most of the marketing-oriented organizations are perceived that attracting new customers better than retaining existing thing. However, currently these organizations are using customer satisfaction as a prime business performance indicator and a weapon in the dynamic environment to get the sustainable competitive advantage. This customer satisfaction is impact by several variables and dimensions. Therefore, this qualitative comprehensive review examines with the variety of literature support the relationship of variables with respect to customer satisfaction. To broaden and make possible further studies contextually and empirically, a mind-map is presented to show how these relationship variables relate to customers satisfaction. This would improve the studies related to customer satisfaction in particular.

I. INTRODUCTION TO THE STUDY

Consumer buying behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers. The study of consumer behaviour assumes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process.

OBJECTIVES OF THE STUDY

- To identify the product awareness of kitchenware from SAIL, (SSP).

SCOPE OF THE STUDY

- This study aims to measure consumer satisfaction level about kitchenware products.
- This research also finds out various products are expected by consumer.
- This study was conducted through the questionnaire for getting response from various consumers.

LIMITATIONS OF THE STUDY

- Time duration of this survey was too short.
- The data was collected through questionnaire for getting response from consumers.
- The sample size of the study was 105 respondents only.



II. REVIEW OF LITERATURE

1. **Abdullah, D. N.M. A. and Rozario, F. (2009).** Influence of service and product quality towards customer satisfaction. A case study at the staff cafeteria in the hotel industry. International journal of social, management, economics and business engineering. 3(5), p.15478.
2. **Anand, S. V. and Selvaraj. M. (2012).** Impact of demographic variables on customer satisfaction in banking sector, An Empirical Study. International journal of scientific and research publications. 2(5).
3. **Angelova. B., and Zekiri. J. (2011).** Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model), International Journal of Academic Research in Business and Social Sciences, 1(3). pp. 322-358.
4. **Cengiz. E. (2010).** Measuring customer satisfaction: must or not?, Journal of Naval Science and Engineering, 6(2). pp. 76-88.

III. RESEARCH METHODOLOGY RESEARCH DESIGN

- A Master plan that specifies the methods and procedures for collecting and analysing the needed information.
- A Research Design is a framework or Blueprint for conducting the Marketing Research Project.

SAMPLE DESIGN

A **CONVENIENT SAMPLING** is a subset of a statistical population in which each member of the subset has an equal probability of being chosen.

DESCRIPTIVE RESEARCH

Descriptive research is used to describe characteristics of a population or phenomenon being studied. it involves the description, recording, analysis, and interpretation of the present nature, composition or processes of phenomena. and also it is a fact finding investigation with adequate Interpretation and focuses on particular aspects or dimensions of the Problem studied.

POPULATION

- Total customer population unknown.
- Sample size is 105.

DATA COLLECTION METHOD PRIMARY DATA

These are data, which are collected for the first time directly by the researcher for the Specific study undertaken. In this research primary data are collected directly from the respondents by using Questionnaire

SECONDARY DATA

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

**TOOLS USED FOR ANALYSIS CHI-SQUARE ANALYSIS**

Chi-square was done to find out one way analysis between socio demographic variable and various dimensions of the programme.

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

O- Observed value

E- Expected value

HENRY GARRETT RANKING

Garrett's ranking technique to find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

Percent position = $100 \left(\frac{R_{ij} - 0.5}{N_j} \right)$ Where R_{ij} = Rank given for the i th variable by j th respondents
 N_j = Number of variables ranked by j th respondents.

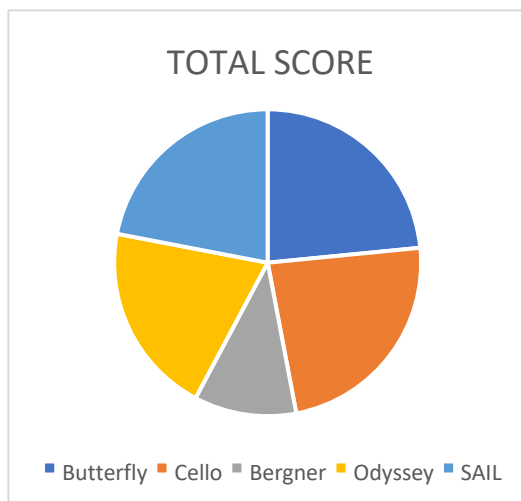
RANKING ANALYSIS TABLE NO. 1 RANK THE AWARENESS OF THE COMPANIES

COMPANIES	MEAN SCORE	TOTAL SCORE	RANK
Butterfly	160	800	2
Cello	201	804	1
Bergner	368	368	5
Odyssey	345	690	4
SAIL	250	750	3

SOURCE: PRIMARY DATA INTERPRETATION

The above table shows that, 2nd rank for the Butterfly products, 1st rank for the Cello, 5th for the Bergner, 4th rank for the odyssey and 3rd rank for the SA

CHART NO: 1 RANK THE AWARENESS OF THE COMPANIES



CHI-SQUARE TESTS

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.717 ^a	4	.059
Likelihood Ratio	8.700	4	.059
Linearby-Linear Association	5.027	1	.025
N of Valid Cases	105		

INTERPRETATION

Therefore, H_0 is accepted and the alternative hypothesis H_1 is not accepted. Hence there is no significant relationship between type of income level and factors makes you buy kitchenware products.

FINDINGS

- 1). From this, it is evident that **Cello** is ranked as No.1 with a total score of 804.
- 2). **Butterfly** is ranked as No.2 with a total score of 800.
- 3). **SAIL** is ranked as No.3 with a total score of 750.
- 4). **Odyssey** is ranked as No.4 with a total score of 690.
- 5). **Bergner** is ranked as No.5 with a total score of 368.



SUGGESTION

As per the study, consumer are highly satisfied with kitchenware products

- Its commonly seen that institutions are offering free gifts along with the products. This is to attract the customers and increase the sales.
- The company may take interest in informing consumers by way of advertisement in T.V., magazines and by personal selling.
- The purchasing of stainless-steel products is not at most necessary in all families.
- C.P.F is poor. This could mean that the product are durable and last longer, or this could also mean that the company its resources in the best possible way to increase their product range, launching and aggressively marketing new and innovative products results in a low customer purchase frequency.

IV. CONCLUSION

Salem steel is under the Steel Authority Of India Ltd (SAIL). The quality and durability of the products are well known to the public for the past so many years.so for salem steel has been supplying the steel metals to other companies as a raw material. Its accepted by all that the quality is high.

In this study, it is clear that salem steel plant give the best quality of value added products to the customers.

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