A STUDY ON CUSTOMER SATISFACTION WITH DEALERS AND CIVIL ENGINEER IN ASIA STEEL

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ABSTRACT

The steel industry is an important sector in India. Because of intense competition, maintaining old customers is a crucial issue that the industry must address. Customer satisfaction has been actively discussed by many scholars as an important determinant for retaining customers in today's high competitive global environment. The primary data was collected from 150 respondents of the regular customer of ASIA STEELS. Collected data were analyzed with the help of SPSS software package by percentage analysis, cross tables, reliability, chi-square, ANOVAs and correlation analysis were used. It was found from the study that 46.7% of the customers were found to be satisfied with the quality of the Asia Steels products and Another 25.3% of the customers were found to be highly satisfied. It was also found that there was a significant correlation between the loyalty of the customers and the satisfaction level.

Keywords: Industry, Satisfaction, Employee.

INTRODUCTION:

Marketing is the process by which companies determine what products or services may be of interest to customers, and the strategy to use in sales, communication and business development. It generates the strategy of that underlies sales technique business communication and business development it can also be defined as an organizational functions and a set of process for creating, communicating and delivering value to customers and for managing customer relation in ways that benefit the organization. The success of marketing depends on how customers take the products, so customers are the key people in marketing. Marketing take meeting customers' needs profitably. So the customer's satisfaction is an important part in overall organizational growth.

OBJECTIVES OF THE RESEARCH:

1.To know the customer satisfaction level.

2. To find out company''s position in the market.

3. To find out the effectiveness of promotional and marketing strategies.

4. To know the effectiveness of customer relation management.

5. To know the awareness of customer for purchasing the product.

LIMITATIONS OF THE STUDY

1. The time period allotted for the study is limited.

2. The response of the respondents may be biased.

3. The sample size is fifty only.

4. The findings applicable only this concern and it may not applicable to all other concerns in same industry.

RESEARCH METHODOLOGY:

Research methodology is a detail description about how the study was carried out. It is an important part of a report. It includes the basic design of the study, the nature of the sample, the data collection techniques, and statistical tool for analysis. A research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance. It denotes the sources and types of information relevant to the research problem.

HYPOTHESIS STATEMENTS:

Ho: There is no significant change with respect to price among different types of customer.

Hl: There is a change of option with respect to price among different types of customers.

LITERATURE REVIEW:

1. CUSTOMER SATISFACTION ACROSS ORGANIZATIONAL UNITS:

This article examines customer satisfaction models for assessing the relationship of overall satisfaction with a product or service and satisfaction with specific aspects of the product or service

for organizations having multiple units or subunits. These units could be stores, markets, dealers, divisions, and so on.

Edward C. Malthouse, James L. Oakley, Bobby J. Calder, Dawn Iacobucci

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2.CUSTOMER SATISFACTION MEASUREMENT:

It is far less costly to keep existing customers than to win new ones. Loyal customers buy more products and help bring in more business by recommending your product to others. So if customer loyalty is the global, then the supplier's efforts should begin with the knowledge of what constitutes value to his customers and market. A supplier should always keep on improving so as to achieve a greater profitability. Ashish Bhave Quality& productivity journal, Feb 2002 page 156-162.

3.CUSTOMER SATISFACTION AND WORD OF MOUTH:

There is theoretical and empirical support for both possibilities. To better understand this issue, the authors developed a utility – based model of the relationship between customer satisfaction and word of mouth. The hypothesized functional form – an asymmetric U-shape-cannot be rejected based on data from the Unitede states and Sweded. The findings also indicate that although dissatisfied customer s do engage in later word of mouth than satisfied ones, common suppositions concerning the size of this difference appear to be exaggerated.

Eugene W. Anderson

Journal of service research, August 1998

Vol 1, pp:5-17, doi:10.1177/109467059800100102

4. MARKETING ACTIONS AND THE VALUE OF CUSTOMER ASSETS A FRAMEWORK FOR CUSTOMER ASSET MANAGEMENT:

This article develops a framework for assessing how marketing actions affect customer's lifetime value to the firm. The framework is organized around four critical actions that firms must take to

effectively manage the asset value of the customer base: data base creation, market segmentation, forecasting customer purchase behavior and resource allocation. In this frame work, customer life time value is treated as a dynamic construct, that is, it influences the eventual allocation of marketing resources but is also influenced by that allocation. Paul D. Berger, Ruth N.Bolton, Douglas Bowman Journal of service research, August 2002 Vol .5, no 39-54

5. A FRAMEWORK FOR RELATING WAITING TIME AND CUSTOMER

SATISFACTION IN A SERVICE OPERATION:

Introduce a framework for integrating the operations management and marketing approaches within a service operation. Focuses on customer satisfaction with waiting time, with the aim of providing improved satisfaction for a given level of resources.

Mark M. Davis, Thomas Evollman

Journal of service marketing

Vol 4, iss.1, pp:61-69

DATA ANALYSIS AND DISCUSSION:

TABLE NO: 1. FACTOR ANALYSIS:

Rotated Component Matrix

	Component		
	1	2	3
Ready to pay a bit higher price for particular delivery	.802		
High reputation and good image of supplier	.694		
If needed buying a new product	.593		
Change my regular supplier our company will compare all features	.548		
Mutual openness between me and supplier	.504	.418	
I intend to continue using my supplier for a long time		.809	
Supplier aims to meet my need, even if it will cost him higher price		.683	
personalized treatment received from customer			.840
Changing the supplier is a long process that takes a lot of energy	.410		.486

Extraction Method: Principal Component Analysis. Rotation Method:
Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

From the above analysis Selecting a supplier:

-A CRM and raport with customer

-Tailoring products

-Personalization and long term relationship.

Table no: 2. RELIABILITY ANALYSIS:

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.736	.743	44

Cronbach's alpha is the most common measure of internal consistency ("reliability"). It is most commonly used when you have multiple Likert questions in a survey/questionnaire that form a scale and you wish to determine if the scale is reliable. According to my questionnaire the reliability analysis point consists of above Reliability =0.736. From the above discussion, one can easily infer a measure or statistic to describe the reliability of an item or scale.

FINDINGS:

1. Most of the 90% of respondents are satisfied with the product offered by the company

2. Majority of the customers 147% are indicate the most important criteria to take into consideration to make decision for purchasing of steel products.

3. The quality of the product offered by the company is excellent.

4. Some of the customers are satisfied with the supply of the product.

5. Some of the customers are satisfied with the responsiveness of the company.

6. It is found that the company is getting good word of mouth publicity.

7. Most of the customers are more satisfied with the product grade of 6mm

8. If any new supplier with a good reference proposes you lower price and they already have reliable supplier in that 94% of customer stable with their old customer

9. Sales includes effective platform reaching out to more people with intelligent interaction 89% of customer says that they need 3 months once for sales team to visit in a year

10. It is found that customers give more importance to quality while purchasing.

11. The ability to fulfill the customer needs and wants the product quality is most important 146% of customers says that product quality and conditions are most important.

12. High reputation and good image of the supplier in the society are great importance 130% of customer they strongly agree.

RECOMMENDATIONS:

1. It is suggested that the company can concentrate on producing 25mm

2. It is suggested that the company should start conducting meeting with dealers on a regular basis.

3. It is suggested that the company can reduce the prices by maintaining the quality.

4. It is suggested that the company must give dealer certificate to the dealers.

5. It is suggested that the company must give importance to advertisement.

6. It is suggested that the accomplishment of a deal, what is their expectation to the supplier should be provided by greeting cards etc.,

CONCLUSION:

The study conducted on customer satisfaction is helps to know about the satisfaction level of customer's [Dealers and civil engineers]. And also it helps to find the problems of customers. From the study it is found that, the products offered by the company have very good market and it is one of the product the customer demands more. The company has gained a good reputation in the market for its best quality and gained overall satisfaction with their regular supplier. For the smooth running of the business good relationship is very important. The Asia steel maintaining good relationship with customers that will help to succeed in business.

The study shows that some of the customers are not satisfied with the communication methods and levels of the company staffs. So they want to improve it. Customer satisfaction is an important part in the success of every business, without good customers no business can grow.

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