



# **iJRASET**

International Journal For Research in  
Applied Science and Engineering Technology



---

# **INTERNATIONAL JOURNAL FOR RESEARCH**

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

---

**Volume: 8**

**Issue: IV**

**Month of publication: April 2020**

**DOI:**

**[www.ijraset.com](http://www.ijraset.com)**

**Call:  08813907089**

**E-mail ID: [ijraset@gmail.com](mailto:ijraset@gmail.com)**

# To Study the Customer Satisfaction towards Satyam Traders

Ms. Dhvani Panchal<sup>1</sup>, Mr. Nisarg Shah<sup>2</sup>

<sup>1</sup>Student, Department of Management Studies, B.V. Patel Institute of management, UKA Tarsadia University, Maliba Campus, Bardoli.

<sup>2</sup>Faculty, B.V.Patel Institute of Management, UKA Tarsadia University, Maliba Campus, Bardoli.

**Abstract:** The purpose of this research is to study on customer satisfaction towards Satyam traders. The descriptive research method such as survey and questionnaire method was used to collect data. Non-probability and convenience sampling method was adopted with the sample size of 120 respondents. To analyze the customers and satisfaction towards it frequency analysis and chi-square tools were used. The study shows that the organization is essential for the organization to motivation their customers to satisfied with peanuts product for achieving the organizational goals and objectives.

**Keywords:** Customer, Satisfaction, Quality, Peanuts product

## I. INTRODUCTION

A customer satisfaction survey program is a burden on the organization and its customers in terms of time and resources. There is no point in engaging in this work unless it has been thoughtfully designed so that only relevant and important information is gathered. This information must allow the organization to take direct action. Nothing is more frustrating than having information that indicates a problem exists but fails to isolate the specific cause. Having the purchasing department of a manufacturing firm rate the sales and service. I used Primary data because the primary data gives a valid and relevant response from the respondents. In this study descriptive research design is used because the descriptive research design gives relevant response by the deep study of the research and so that I get proper response from the respondents. Majority of customers are satisfied with the price influence of product. Majority of customer highly satisfaction with variety of peanuts product. It was founded by my study that the female are also satisfied with the convenient location of satyam traders

## II. LITERATURE REVIEW

- 1) *Christina Boutsouki and Yorgos Zotos (2007):* This main objective behind doing this research is organic products an exploratory study. This paper attempts to provide evidence on the relatively under researched area of organics attitudes and behaviour in Greece. The finding is Greek consumers seem to be informed about environmental and health issues. They seek information about the nutritional value of food and demand more products free from chemical residues. The results confirm that health, concern for the environment, animal welfare and support of the local economy are drivers of organic consumption.
- 2) *Shahzad Khan, Syed Majid Hussain, Fahad Yaqoob (2013):* The main objective behind doing this research is focused to find what are the key success factors for fast food industry in region of Peshwar Pakistan. To find which of these factors has greater influence on consumer satisfaction, four fast food restaurants customers were targeted randomly. The study is based on the secondary data collection through examine of all the different types of literature review of fast food industry. The finding of this study is that service quality and brand are the key factors for satisfaction in fast food industry in Peshawar Pakistan.
- 3) *R. Ramachandran (2015):* The main objective behind doing this research is conceptualize the potential of glucose biscuits and Marie segments. In this study that the term is often applied in referring to geographical markets. The study is based on primary data method collection. The study concludes that from these research findings most of the consumers prefer Glucose Biscuits because of its quality and taste. Further the consumers are more aware of price and packaging. So the company should try to improve these factors so that they can improve their sales for their prolong existence and to make customers retaining.
- 4) *Jalal Hanaysha (2016):* The objective of this study is building customer satisfaction is considered to be a key priority for business success. The collected data were analysed using SPSS and structural equation modelling (SEM). The findings indicated that food quality has a significant positive effect on customer satisfaction. Moreover, the findings revealed that price fairness and physical environment have significant positive effects on customer satisfaction. These findings provide useful suggestions and guidelines for the policy makers in fast food restaurant industry and confirm the importance of the selected factors in affecting customer satisfaction.

- 5) *Bajrang Lal and Pankaj (August 2017)*: The main objective behind doing this research is knowledge of customer behaviour for effective marketing is very important. The prime objective of organizations is to maximize profits and to minimize cost. The study conclude that Brand Name, Colour, Taste and Packaging of Pepsi and Coca-Cola directly influence customer buying behaviour and bring about customer satisfaction. In this study is found that research studies related to customer satisfaction toward Pepsi and coca- cola have not been conducted especially, in Jind city (Haryana).

#### A. Research Objective

- 1) To study the customer satisfaction level of Satyam Traders.
- 2) To study the factors that affects customers satisfaction of Satyam Traders.
- 3) To assess the association between demographic variables and factors of customer satisfaction.

#### B. Research Methodology

Primary data has been collected through survey techniques and questionnaire method. Sample size for data collection was 110 respondents. I used this data because the primary data gives a valid and relevant response from the respondents. The type of questions I asked to my respondent by both instrument open ended and dichotomous. And the type of my instruments are structure and disguised.

### III. DATA ANALYSIS & DISCUSSION

Descriptive research design has been used to describe and explain the research objective. Non-probability and convenience sampling techniques was used to get samples. The questionnaires were analyzed by using SPSS software. To analyze the data frequency test and chi-square test is used.

| Gender  | Frequency | Percent |
|---|-----------|---------|
| Male  | 78        | 70.9    |
| Female  | 32        | 29.1    |
| Total   | 110       | 100.0   |
| Age   |           |         |
| Below 18  | 35        | 31.8    |
| 21-35   | 61        | 55.5    |
| 36-50   | 14        | 12.7    |
| Total   | 110       | 100.0   |
| Occupation  |           |         |
| Employed  | 35        | 31.8    |
| Unemployed  | 1         | .9      |
| Govt.   | 9         | 8.2     |
| Private sector  | 3         | 2.7     |
| Student   | 51        | 46.4    |
| Other   | 11        | 10.0    |
| Total   | 110       | 100.0   |
| Income  |           |         |
| Below 20000   | 25        | 22.7    |
| 20000-35000   | 23        | 20.9    |
| 35000-50000   | 31        | 28.2    |
| Above 50000   | 31        | 28.2    |
| Total   | 110       | 100.0   |
| How frequent do you use Satyam traders product (Peanuts)? |           |         |
| Once a month  | 40        | 36.4    |
| Twice a month   | 13        | 11.8    |
| Thrice a month  | 18        | 16.4    |
| More than thrice a month                                  | 15        | 13.6    |
| On the need basis   | 24        | 21.8    |
| Total   | 110       | 100.0   |

They are two genders basically where male are 70.9% and females are 29.1% are visited to satyam traders and use the peanuts product of satyam traders. And they are satisfied with the peanuts product, Ration of male customers are significantly higher than the ration of female customers.

There are 31.8% respondents are below 18, 55.5% respondents in age between 21-35, 12.7% respondents are in group of 36-50 years.

From the respondents 31.8% are employed, unemployed are 9% , government employees are 8.2%, 2.7% are working in private sector, 46.4% are students, others are 10% where from house wife, etc. are visited to satyam traders and use the peanuts product of satyam traders.

There are four categories in annual income, 22.7% income of below 20000, 20.9% income of 20000-35000 income per year, 28.2% income of 35000-50000, and 28.2% income above 50000.

36.4% customer's use the peanuts once in a month, 11.8% customers are use the peanuts twice in a month, 16.4% persons are use the peanuts product thrice in a month, 13.6% customers are use the peanuts product more than thrice in a month, 21.8% persons are used the peanuts product on the need basis.

#### A. Chi-Square shows difference between Quality of product and Income

| Demographic factor | Quality of Product |   |   |   |   | Pearson Chi-Square |    |         |
|--------------------|--------------------|---|---|---|---|--------------------|----|---------|
|                    | 5                  | 4 | 3 | 2 | 1 | Z                  | Df | p-value |
| Income             |                    |   |   |   |   |                    |    |         |
| Below 20000        | 19                 | 3 | 1 | 2 | 0 | 14.107             | 12 | 0.294   |
| 20000-35000        | 14                 | 9 | 0 | 0 | 0 |                    |    |         |
| 35000-50000        | 22                 | 5 | 2 | 1 | 1 |                    |    |         |
| Above 50000        | 21                 | 9 | 0 | 0 | 1 |                    |    |         |

Tab. 4.9 Represent Chi-Square shows difference between Quality of product and Income

- 1)  $H_0$ = There is no significant association between demographic variables and Quality of product.
- 2)  $H_1$ =There is significant association between demographic variables and Quality of product.
- a) *Interpretation:* Since p value is 0.294 which is greater than 0.05 null hypothesis is accepted & alternative hypothesis is rejected at 5% level of significance. Hence concluded that there is no association between Income and overall satisfaction towards Satyam Traders. Based on the row and column percentage, All customers are totally satisfied with Satyam Traders.

#### B. Chi-Square shows the gap between Variety of product and Age

| Demographic factor | Variety of Product |    |   |   |   | Pearson Chi-Square |    |         |
|--------------------|--------------------|----|---|---|---|--------------------|----|---------|
|                    | 5                  | 4  | 3 | 2 | 1 | z                  | Df | p-value |
| Age                |                    |    |   |   |   |                    |    |         |
| Below 20           | 23                 | 9  | 1 | 2 | 0 | 4.937              | 8  | .764    |
| 20-35              | 33                 | 23 | 1 | 2 | 2 |                    |    |         |
| 35-50              | 10                 | 4  | 0 | 0 | 0 |                    |    |         |
| Above 50           | 0                  | 0  | 0 | 0 | 0 |                    |    |         |

Tab. 4.10 Represent Chi-Square shows the gap between Variety of product and Age

- 1)  $H_0$ = There is no significant association between demographic variables and Variety of product.
- 2)  $H_1$ =There is significant association between demographic variables and Variety of product.
- a) *Interpretation:* Since p value is 0.764 which is greater than 0.05 null hypothesis is accepted & alternative hypothesis is rejected at 8% level of significance. Hence concluded that there is no association between Age and overall satisfaction towards Satyam Traders.



### C. Chi-Square shows the gap between Convenient location and Gender

| Demographic factor | Convenient Location |    |   |   |   | Pearson Chi-Square |    |         |
|--------------------|---------------------|----|---|---|---|--------------------|----|---------|
|                    | 5                   | 4  | 3 | 2 | 1 | z                  | Df | p-value |
| Gender             |                     |    |   |   |   |                    |    |         |
| Male               | 36                  | 35 | 6 | 1 | 0 | 2.236              | 3  | .525    |
| Female             | 19                  | 12 | 1 | 0 | 0 |                    |    |         |

Tab. 4.11 Represent Chi-Square shows the gap between Convenient location and Gender

- 1)  $H_0$  = There is no significant association between demographic variables and Convenient Location.
- 2)  $H_1$  = There is significant association between demographic variables and Convenient Location.
- a) *Interpretation:* Since p value is 0.525 which is greater than 0.05 null hypotheses is accepted & alternative hypothesis is rejected at 5% level of significance. Hence concluded that there is no association between gender and overall satisfaction towards Satyam Traders. Based on the row and column percentage, the Male gender is highly satisfied with Satyam Traders.

## IV. FINDING

Gender wise classification reveals that 70.9% of respondent are male and 29.1% are female. Age wise classification reveals that 31.8% of customers belonged to age group of below 18 another 55.5% are in group of 20-35, 12.7% are in the group of 35-50 and 0.00% are in the group of above 50 years. Income wise classification reveals that 22.7% income of customers belonged to income of below 20000, another 20.9% are income of 20000-35000, and 28.2% are in the income of 35000-50000, 28.2% of in the income above 50000. Majority of customers are satisfied with the price influence of product. Majority of customer highly satisfaction with variety of peanuts product. It was founded by my study that the female are also satisfied with the convenient location of satyam traders.

## V. CONCLUSION

It is impossible to give a limit to a boundary within the customer satisfaction level. Level of satisfaction differs from person to person, as no two human beings are the same but there are some common factors that can determine the overall level of satisfaction of the customers. After the data analyzed, the all customers are mostly satisfied and highly satisfied with the peanuts product of satyam traders. And the all customer's responses are positive. This dimension of satisfaction depends on different factors such as age, gender, occupation, income and number of monthly use the peanuts product of satyam traders. All customers are satisfied with location also and the staff of satyam traders is too much good responsiveness with their customers.

## REFERENCES

- [1] Athanassopoulos, A. D. (March 2000). Customer Satisfaction Cues To Support Market Segmentation and Explain Switching Behaviour. Journal of Business Research, Volume 47(3), 191-207.
- [2] Churchill, G., & C. Suprenat. (1982). an investigation into the determinants of customer satisfaction, Journal of Marketing Research.
- [3] Hossain, MJ 2012, 'Impact of service quality on customer satisfaction: a case of tourism industry in Bangladesh Multivariate data analysis,' International Journal of Research Finance & Marketing, vol. 2, no. 2, pp. 1-25
- [4] Hasan and Mishra (2015). Key drivers influencing shopping behaviour in retail store. The IUP, Journal of Marketing Management, Vol. XIV, No. 3, 2015, pp.7-35.
- [5] Narayan and Chandra (2015). Factors affecting the purchase of food and grocery products from modern retail stores: An empirical study. The IUP Journal of Management Research, Vol. XIV, No. 2, pp.7-23.
- [6] Panda (2013). Customer patronage towards food and grocery retail- A case study. Global Journal of Management and Business Studies, Vol. 3, Number 9, pp. 955-960.
- [7] Bloemer, J.M.M and Kasper,H.D.P. "The complex relationship between customer satisfaction and brand loyalty", Journal of Economic Psychology, Vol 16, 1995, 311-329. 2.
- [8] Mittal V. And Kamakura, W.A. "Satisfaction, repurchase intent, and repurchase behavior: Investigating the moderating effect of customer characteristics", Journal of Marketing Research, 38 (1),2001, 131-142. 3
- [9] Sirdeshmukh. D, Singh J, and Sabol. B, "Consumer Trust, Value, and Loyalty in Relational Exchange". Journal of Marketing, Vol.66, 2002, Pp 15-37. 4.



10.22214/IJRASET



45.98



IMPACT FACTOR:  
7.129



IMPACT FACTOR:  
7.429



# INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089  (24\*7 Support on Whatsapp)