



A STUDY ON CUSTOMER SATISFACTION TOWARDS INDIANA TECHNICAL CERAMICS

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ABSTRACT

The study of ceramic Product is conducted with a focus on product quality aimed at determining whether customer satisfaction is related to the types of product quality in terms of design, packaging, storage and reliability. An initial survey to identify customer satisfaction on ceramic products of ITC was conducted using quantitative methods and followed by analyzed questionnaire forms distributed to one hundred respondents. Based on the analysis, customers who have ever purchased Ceramic products have shown to indicate that product quality typically affects customer satisfaction. Therefore, researcher concludes that the better the quality of ceramic products, the more chances it would be to achieve customer satisfaction.

Keywords: *Ceramic, Customer Satisfaction, Product Quality*

1. INTRODUCTION

Ceramic is one of the oldest arts in the world and the earliest traditional craft. Ceramic products are well-known with their variety of shape and size as well as the good quality of design. Ceramic products can be found anywhere from daily life product to beautiful design product use for decorating house. The quality of products cannot be separated from the look itself, since it is the possibly the first impression to be captured by customers. Therefore, it is necessary to analyze what exactly the customers expect for ceramic products in term of product quality to meet the customer satisfaction. Generally, ceramics are made from the mixture of clay, powder and water that have been shaped into desired design. The next process is the ceramic that have been shaped is fired in an oven with high temperature

2. LITERATURE REVIEW

Raju et al., (2009). Loyal brand users do not only spread positive word of mouth about their preferred brand as well as defending the brand in arguments and discussions, but also often talk competitive brands down. This suggests that brand loyalty to one brand not only influence the brand positively, but also possibly have negative effects on the competitive brands.

Authors Son K. et al. (2010) Described brand loyalty as "a deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, causing a repetitive same brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior."

Khan Academy, (2014) Pottery was part of everyday life, and everyone knew what they were used for and what the pictures on them meant. Ceramic vases used for utilitarian purposes in the home. Some vases were decorated with variety of design such as motive, figures and patterns, others were plain and painted black all over, and unpainted

3. RESEARCH METHODOLOGY

Objectives

- To know customers satisfaction on the quality of products offered by Indiana Technical Ceramics.
- To know the various factors, which influence customer satisfaction for Indiana Technical Ceramics

Area of study - The study is restricted to Surat City

Sample design- For the purpose of the study, 100 questionnaires were collected from the respondents who purchased products of ceramic products at ITC

Hypothesis

H0: There is no significant relationship between Age and level of satisfaction for the ceramic products at ITC

H1: There is a significant relationship between Age and level of satisfaction for the ceramic products at IT

Demographics:

Variable	Frequency	Percent (%)
Gender (n=100)		
Male	69	69.0
Female	31	31.0
Age (n=100)		
<20	19	19.0
21-30	57	57.0
31-40	13	13.0
41-50	11	11.0
Occupation (n=100)		
Retailer	41	41.0
Wholesale	20	20.0
Manufacturer	39	39.0

Data Analysis

Demographic	Level of satisfaction					Chi Square		
	1	2	3	4	5	χ^2	Df	p-value
Time taken to process your order								
Male	6	1	8	43	11	3.471 ^a	4	.482
Female	2	0	5	15	9			
Accurate processing of your order								
Male	2	4	10	36	17	2.364 ^a	4	.669
Female	1	2	8	12	8			
Information provided about the status of your order								
Male	4	2	9	37	17	10.251 ^a	4	.036
Female	0	5	6	10	10			
Courteous and friendly nature of our representative								
Male	6	0	13	33	17	5.511 ^a	4	.239
Female	3	1	6	9	12			

Knowledge of our representative								
Male	3	2	9	38	17	2.397 ^a	4	.663
Female	1	3	5	15	7			
Responsiveness of our company to your requirements								
Male	3	2	9	38	17	2.397 ^a	4	.663
Female	1	3	5	15	7			
The quality of our services and products								
Male	4	4	7	38	16	1.053 ^a	4	.902
Female	1	1	4	16	9			
Overall, how satisfied are you with our services and products								
Male	4	4	6	42	13	4.441 ^a	4	.350
Female	2	1	5	13	10			

Interpretation: From the above table indicate the relationship between customer satisfaction factors and Gender. Since P-value of all demographic variable is greater than 0.05 thus, null hypothesis is accepted, except Information provided about the status of your order. So, it can be interpreted that there is no relationship between various variable and Gender except Information provided about the status of your order

Demographic	Level of satisfaction					Chi Square		
Age	1	2	3	4	5	χ^2	Df	p-value
Time taken to process your order								
<20	3	0	0	12	4	23.779 ^a	12	.022
21-30	5	1	7	30	14			
31-40	0	0	6	7	0			
41-50	0	0	0	9	2			
Accurate processing of your order								
<20	0	2	3	9	5	18.295 ^a	12	.107
21-30	3	4	9	22	19			
31-40	0	0	5	8	0			
41-50	0	0	1	9	1			
Information provided about the status of your order								
<20	1	3	0	8	7			

21-30	3	4	9	23	18	17.742 ^a	12	.124
31-40	0	0	4	9	0			
41-50	0	0	2	7	2			
Courteous and friendly nature of our representative								
<20	0	3	2	9	5	27.016 ^a	12	.008
21-30	4	1	12	18	22			
31-40	0	0	3	10	0			
41-50	0	0	0	8	3			
Knowledge of our representative								
<20	3	0	5	5	6	15.817 ^a	12	.200
21-30	6	1	7	23	20			
31-40	0	0	5	8	0			
41-50	0	0	2	6	3			
Responsiveness of our company to your requirements								
<20	0	3	2	10	4	13.187 ^a	12	.356
21-30	4	2	8	27	16			
31-40	0	0	3	9	1			
41-50	0	0	1	7	3			
The quality of our services and products								
<20	1	2	1	11	4	17.021 ^a	12	.149
21-30	4	3	5	25	20			
31-40	0	0	3	10	0			
41-50	0	0	2	8	1			
Overall, how satisfied are you with our services and products								
<20	1	2	2	10	4	15.298 ^a	12	.226
21-30	5	3	6	26	17			
31-40	0	0	3	10	0			
41-50	0	0	0	9	2			

Interpretation: From the above table indicate the relationship between customer satisfaction factors and Age. Since P-value of all demographic variable is greater than 0.05 thus, null hypothesis is accepted, except Time taken to process your order and courteous and friendly nature of our representative. So, it can be interpreted that there is no relationship between various variable and Age except Time taken to process your order and courteous and friendly nature of our representative

Demographic	Level of satisfaction					Chi Square		
	1	2	3	4	5	χ^2	Df	p-value
Nature of your work								
Time taken to process your order								
Retailer	5	0	4	23	9	8.933 ^a	8	.348
Wholesaler	2	1	4	11	2			
Manufacturer	1	0	5	24	9			
Accurate processing of your order								
Retailer	2	3	4	19	13	11.713 ^a	8	.164
Wholesaler	0	3	6	8	3			
Manufacturer	1	0	8	21	9			
Information provided about the status of your order								
Retailer	3	1	5	20	12	16.552 ^a	8	.035
Wholesaler	0	5	2	10	3			
Manufacturer	1	1	8	17	12			
Courteous and friendly nature of our representative								
Retailer	3	2	3	17	16	13.792 ^a	8	.087
Wholesaler	0	2	5	11	2			
Manufacturer	1	0	9	17	12			
Knowledge of our representative								
Retailer	6	0	8	14	13	11.342 ^a	8	.183
Wholesaler	2	1	4	6	7			
Manufacturer	1	0	7	22	9			
Responsiveness of our company to your requirements								
Retailer	2	2	5	20	12	3.359 ^a	8	.910
Wholesaler	1	2	3	11	3			

Manufacturer	1	1	6	22	9			
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The quality of our services and products								
Retailer	4	2	2	20	13	13.623 ^a	8	.092
Wholesaler	0	3	3	11	3			
Manufacturer	1	0	6	23	9			
Overall, how satisfied are you with our services and products								
Retailer	3	3	3	20	12	8.052 ^a	8	.428
Wholesaler	2	2	3	10	3			
Manufacturer	1	0	5	25	8			

Interpretation: From the above table indicate the relationship between customer satisfaction factors. Since P-value of all demographic variable is greater than 0.05 thus, null hypothesis is accepted, except Information provided about the status of your order. So, it can be interpreted that there is no relationship between various variable and Nature of your work except Information provided about the status of your order

4. FINDINGS

Out of all the respondents 69% is male and 31% is female. Out of all the respondents 19% are below 20 years, 57% are between 21-30, 13% are between 31-40, 11% are in between 41-50. 41% of respondents are retailer, 20% of them are wholesaler and 39% of them are manufacturer. Majority of the population is most likely to recommend itc to others. There is no relationship between various variable and gender except information provided about the status of your order. There is no relationship between various variable and age except time taken to process your order and courteous and friendly nature of our representative. There is no relationship between various variable and nature of your work except information provided about the status of your order.

5. CONCLUSION

The study concludes that, customer of ITC shows maximum satisfaction in respect to quality of the products, quality of the service, credit limit, pricing, timely delivery and understanding of consumer's requirements, The factors responsible for customer satisfaction are Time taken to process your order, Accurate processing of your order, Information provided about the status of your order, courteous and friendly nature of our representative, Knowledge of our representative, Responsiveness of our company to your requirements and The quality of our services and products, Most of respondents agree that they are ready to recommend ITC to others

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