# To study customer satisfaction towards Vira Pencils & Stationary

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## ABSTRACT

This research is done on the topic customer satisfaction towards Vira pencils and stationery. The vision of Vira pencils is to become one of the largest manufacturers & leading brands in domestic & global market. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. Every brand, no matter how successful, wants to improve customer satisfaction. To do that, they need to define two things: • who their customers are • what it takes to satisfy them This project report aims at customer satisfaction at Vira pencils and stationery at in Dadra Nagar Haveli. In this project report satisfaction of the customer has been measure using standard statistical tool. The data collection method is personal interview with the help of structured questionnaire. sample size 102 has been taken. The technique used for the research is Random Sampling.

## Introduction

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. When your customers are satisfied, they believe in the brand and become loyal. These loyal customers give brands repeat business and form a major part of the revenue. ... Satisfied existing customers feel they can promote the brand to their loved ones for the great experiences they've had. If you don't measure customer satisfaction, you can't identify unhappy customers. If you don't know who is unhappy, you don't know who will churn, and you can't figure out why they're unhappy. If people churn faster than you can acquire new customers, your business will fail.

## Review of literature

1) (S. Karthik, 2019) This paper shows that the Indian automobile sector became the fourth largest in the world. Hyundai is among one of the automotive manufacturers to know the market well. It is the second largest automobile manufacturers with 16.2% market share in 2019. The researcher has done this study to identify the brand preference of Hyundai cars in the study area and to know the customer satisfaction. This study includes awareness about Hyundai cars, the factors influencing the buying behavior of the customers and the level of satisfaction towards the Hyundai car. To know the level of satisfaction of customers, ranking method was used by calculating weighted average score for the each influencing factor. It was seen that customers are dissatisfied with interior decoration and air cooler facility, with regard to after sale service. Maximum number of customers are very much satisfied with the style/color, safety, engine performance and driving comfort.

2) 2) (Sengupta& H.K, 2018) This study's aim was creating some practical things. This study provides the opportunity to observe and learn the nature, vision, mission, objective and function and the activities in the organization. The theories helped in generating sales and promote their services in the market. As competition is increasing day by day, good service is becoming more and more important. Making customers happy and providing them satisfaction, can help in creating long term customer relationship and also helps in marketing the product as happy customers attract more customers. The positive impact that the company will get is knowing the feedbacks of the customers. It gives information of the company customer while measuring customer satisfaction and it helps to improve the company's services.

3) 3) (Albeert&Aashirvad, 2020) Any association must always be aware about its external customers and stakeholders. N number of studies have been done and it is seen that success of a company depends on its loyal and satisfied customers and meeting their needs. In order to examine customer satisfaction, many different methods have been developed and tested. The challenge for organizations is to implement a standardized customer satisfaction process. The objective of all the customer satisfaction model is to provide results that are overall beneficial for an organization. Measuring customer satisfaction must be a continuous, consistent, timely, reliable and accurate process. It has been proven that through theory and best practices, customer satisfaction models need to be built on well- defined transparent processes.

Organizations could benefit from a well – defined customer satisfaction model.

4)    4) (Poudel, December 2019) This study aimed on how the customer of automobile industry in Nepal view the value of after sales services. The main aim of this study was to recognize if there are any difference between customers perception and the way it will affect their satisfaction level. In the automobile sector in Nepal, descriptive cross sectional and quantitative study was conducted to know the satisfaction level towards after sale services. Total 81 automobile users were included in this study. This study includes the following variables: age group, sex, occupation, education level, income level status of ownership, type of vehicle, usage of vehicles and after sales services. After this study, the conclusion that was drawn was: after sales services was average, after sales service has major impact on customer satisfaction, while cost of services has least impact on the same.

5)    (Praveen Kumar, 2020) This study was done to understand customer satisfaction towards selected automobile industries in Madurai City, Tamil Nadu. This research was done to know the difference between services provided by companies and customer expectations. In today's era it is seen that there is an increase in spending power of both developed and developing economies. Satisfaction is such a concept which is hard to evaluate. Satisfaction differs from brand to brand and person to person. It has become an important aspect to consider customer satisfaction. Factors considered in this research were demographic factor such as sex, age, marital status, family type, educational status, occupation, monthly income and factors influencing customer satisfaction such as price, design, safety, mileage, interior space, brand name, comfort level, spares and after sales services. The research overall reveals that customers were found to be happy with quality, size, health, mileage, interior space, major brand status, level of comfort, part surplus, and after – sale service. In past few years the Indian Automobile industry has evolved in leaps and bounds. The improvement of the universal standard of living and leading to an increase throughout their buying power are the two interrelated factors that results in growth experienced by the Indian Automobile sector. It has become easy and possible for the Indian auto industry to scale higher levels due to liberalization steps such as relaxation of the forex and equality regulations, lowering of import tariffs, and reforms throughout the banking sector initiated by the Government of India.

## Research Objective

1.To study the customer satisfaction towards its product.

2.To study the expectations and requirement of the customer.

## Research methodology

A study of model, procedure &techniques used to find the result of a research problem is called Research Methodology. Definition: -"Marketing research specifies the information required to address their issues, designs the method for collecting information, managers & implements the data collection process, analyses the results & communicate the findings & their implications."

**Hypothesis Development**

H0: here is a significant relationship between age and satisfaction

H1: there is no significant relationship between age and satisfaction.

**Findings of the study**

**Demographic profile**

| Variable | frequency | percentage |
|---|---|---|
| Gender: | | |
| Male | 71 | 69.6 |
| Female | 31 | 30.4 |
| Age: | | |
| 15-20 | 24 | 23.5 |
| 21-30 | 62 | 60.8 |
| 31-40 | 15 | 14.7 |
| 41-50 | 1 | 1.0 |
| | | |
| Martial status : | | |
| Married | 22 | 21.6 |

| Unmarried | 80 | 78.4 |
|---|---|---|
| Educational qualification : | | |
| SSC | 1 | 1.0 |
| HSC | 14 | 13.7 |
| Graduate | 62 | 60.8 |
| Post graduate | 21 | 20.6 |
| Other | 4 | 3.9 |

From the above figure we can interpret that, from all the respondents, 69.6% people are male and 30.4% people are female. The demographic dividend from the research was such that the major chunk of the data 60.8% was obtained from the adult people of the society. Followed by the young people with the age group 15-20 (23.5%), 31-40 (14.7%), 41-50 (1.0%) As we can analyze from the above chart that most number of people belonged to unmarried stage with 78.4% followed by married people with 21.6%. Above data shows that majority of the respondents (60.8%) has done their graduation. Followed by post-graduation respondents were 20.6% of the whole data. While SSC, HSC and Other respondents stood at 1%, 13.7% and 3.9% respectively.

**Test applied**

**Cross tabulation and Chi-square method**

| Chi-Square Tests | | | |
|---|---|---|---|
| | Value | Df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 119.956[a] | 9 | .000 |
| Likelihood Ratio | 30.343 | 9 | .000 |
| Linear-by-Linear Association | 1.169 | 1 | .280 |
| N of Valid Cases | 102 | | |

H0: there is a significant relationship between age and satisfaction

H1: there is no significant relationship between age and satisfaction.

Here, asymptotic Value is 0.000 which is lower than 0.05 hence null hypothesis rejected.

## Conclusion

The research study was on the customer satisfaction towards Vira Pencils & stationary. Overall findings show that the customers are satisfied with all the products which the company provide. With the help of the questionnaire the data was analyzed. From the data analyzed we can interpret that from 102 respondents' males are more than females. From the data we can also say that age group of 21-30 are more active and purchase products of Vira Pencils & stationary. With the help of Chi Square test, we also understood that there is no significant relationship between the age and the satisfaction of the products of the company.

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