



A STUDY ON CUSTOMER SATISFACTION TOWARDS VICCO TURMERIC AYURVEDIC CREAM WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Today's market is a more customer oriented in the sense all the business operations revolve around satisfying the customer by meeting their needs through effective service. The demand for cosmetic product particularly in urban population steadily rising owing to various reasons. The results show that there is a significant association between monthly income of consumers and price of cosmetics and there is a significant association between education qualifications of consumers and quality of cosmetics. This study shows the satisfaction level of customers towards vicco products in Coimbatore city.

KEYWORDS: *Customer satisfaction, Ayurvedic product*

INTRODUCTION

Marketing as a subject of study is now attracting increasing attention from business firms, companies, institution and even countries. This, however, does not mean that marketing is a recent business concept. It is one of the oldest professions of the world. Its history can be traced back to the days when the world was young. Marketing though occupied an important place in all stages of economic life, from simple barter economy to the present day, it was not so complicated as it today.

STATEMENT OF PROBLEM

The competition is severe and the manufacturer has to consider the opinion of the customers. Customer is influenced by their attitude towards the product and therefore marketers need to implement their strategies and tactics frequently in order to achieve more customer. A study on customer satisfaction level on VICCO turmeric cream will certainly help for further growth and development in right direction.

OBJECTIVE OF THE STUDY

- To study the customer's awareness about VICCO Turmeric cream.
- To identify the level of satisfaction of the customers towards VICCO Turmeric cream.
- To identify the factors influencing the customers to buy VICCO Turmeric cream.

RESEARCH METHODOLOGY

SOURCE OF DATA

- Primary data
- Secondary data

AREA OF THE STUDY

The area taken for the study was Coimbatore city.

SAMPLE SIZE

The sample size used for the study was 120.

SAMPLING TECHNIQUE

The sampling technique used for the study was convenient sampling.



TOOLS FOR ANALYSIS

- Simple percentage analysis
- Likert scale analysis
- Rank analysis

LIMITATION OF THE STUDY

The data was collected through questionnaires. The responds from many not be accurate. The sample taken for the study was only 115 and the result drawn many not is accurate. There is no much awareness about the product in rural area.

REVIEW OF LITERATURE

OLIVER (2007) “A STUDY WAS CONDUCTED TO KNOW A BORN SIZE AND QUALITY OF THE PRODUCT.” In this research the problem faced by the customers are the size of the product and quality is very less so they preferring other Cadbury products.

CHRISTOPHER (2008) “THE STUDY WAS RELATED TO KNOW ABOUT THE FACTORS IN THE PURCHASE LEVEL OF THE CONSUMER.” In this research the problem

faced by the consumers who are living in rural areas will not be so familiar with product. It is very difficult to reach the village consumers.

RAKASH SHARMA (2009) “THE STUDY WAS RELATED TO KNOW ABOUT THE CONSUMER SATISFACTION LEVEL OF THE PRODUCT VICCO CREAM. In this research the problem faced by the consumer are, the product is not preferred by aged people and not highly satisfied with this product.

DATA ANALYSIS AND INTERPRETATION

The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They were also arranged in such a way that; a detailed analysis can be made so as to present suitable interpretation for the same. The data have been analysed using the following statistical tools.

- Simple Percentage Analysis
- Likert Scale Analysis
- Rank correlation Analysis

LIKERT SCALE ANALYSIS

SATISFACTION LEVEL OF PRICE ON VICCO TURMERIC CREAM

Sample Size: 115

S NO	FACTORS	NO OF RESPONDENTS	LIKERT SCALE VALUE	TOTAL SCALE
1	Highly satisfied	29	5	145
2	Satisfied	53	4	212
3	Neutral	31	3	93
4	Dissatisfied	0	2	0
5	Highly Dissatisfied	2	1	2
	TOTAL	115		452

(Source: Primary Data)

Likert value = $\sum FX / \text{No of respondents}$
 = $452 / 115$
 = 3.93

INTERPRETATION

The above table indicates the level of satisfaction regarding the Price of the Product shows Likert Scale Value is 3.93 which are greater than the

Mid value (4). Hence the customer, Price of the Product is Satisfied.



SATISFACTION LEVEL OF QUALITY ON VICCO TURMERIC CREAM

Sample Size: 115

S NO	FACTORS	NO OF RESPONDENTS	LIKERT SCALE VALUE	TOTAL SCALE
1	Highly satisfied	17	5	85
2	Satisfied	78	4	312
3	Neutral	17	3	51
4	Dissatisfied	1	2	2
5	Highly Dissatisfied	2	1	2
	TOTAL	115		452

(Source: Primary Data)

Likert value = $\frac{\sum FX}{\text{No of respondents}}$
 = $\frac{452}{115}$
 = 3.93

INTERPREPATION

The above table indicates the level of satisfaction regarding the Quality of the Product shows Likert Scale Value is 3.93 which are greater than the

Mid value (4). Hence the customer, Quality of the Product is Satisfied.

RANK ANALYSIS

DISTRIBUTION OF RESPONDENTS TO ANALYSIS THE RANK OF FACTORS BASED ON VICCO TURMERIC CREAM

Sample Size: 115

SNO	FACTORS	RANK I	RANK II	RANK III	RANK IV	RANK V	TOTAL	RANK
1	Good Quality	26(5) 130	27(4) 108	14(3) 42	42(2) 84	6(1) 6	370	V
2	Affordable Price	10(5) 50	43(4) 172	55(3) 165	2(2) 4	5(1) 5	396	II
3	Time availability	13(5) 65	40(4) 160	48(3) 144	7(2) 14	7(1) 7	390	IV
4	Easily applicable	15(5) 75	41(4) 164	39(3) 117	17(2) 34	3(1) 3	393	III
5	Reliability	30(5) 150	47(4) 188	22(3) 66	5(2) 10	11(1) 11	425	I

(Source: Primary Data)

INTERPREPATION

In the above table, out of 115 respondents, Reliability is in the Rank of 1, Affordable Price is in the Rank of 2, Easily Applicable is in the Rank of 3, Time Availability is in the Rank of 4 and Quantity is in the Rank of 5

FINDING OF THE STUDY

Findings of simple percentage analysis

- It concluded that a majority (59.1) of the respondents are 21-30 Years.

- It concluded that majority (65.2) of the respondents are Female.
- It concluded that majority (74.8) of the respondents are Unmarried.
- It concluded that majority (55.7%) of the respondents are 4 Members.
- It concluded that majority (33%) of the respondents are Earning up to Rs.15001-Rs.20000
- It concluded that majority (73.9%) of the respondents are College level



- It concluded that majority (50.4%) of the respondents are Student.

Findings of Likert Scale analysis

- Likert Scale Value is 3.93 which are greater than the Mid value (4). Hence the customer, Price of the Product is Satisfied.
- Likert Scale Value is 3.93 which are greater than the Mid value (4). Hence the customer, Quality of the Product is Satisfied.
- Likert Scale Value is 3.43 which are greater than the Mid value (4). Hence the customer, Quantity of the Product is Satisfied.
- Likert Scale Value is 3.31 which are greater than the Mid value (4). Hence the customer, Availability of the Product is Satisfied.
- Likert Scale Value is 3.21 which are greater than the Mid value (4). Hence the customer, Color of the Product is Satisfied.

Findings of Rank Correlation Analysis

- Out of 115 respondents, Reliability is in the Rank of I, Affordable Price is in the Rank of II, Easily Applicable is in the Rank of III, Time Availability is in the Rank of IV and Quantity is in the Rank of V

SUGGESTIONS

- The awareness for the product had to be elaborated.
- It should also improve their distribution network.
- Advertisement has to be changed as they are still publishing the old version.
- The product has to be available in local markets so that the customers can consume the product easily.
- Customers also expecting the product to maximize the Quantity of the product.
- The manufacture must also focus on the improvement of their product packaging.

CONCLUSION

In this research it founded that the customer prefers this product as their daily consumption. The customer is satisfied with their product. The main objective of every product is maximizing profit and it is possible only when the customer satisfied with this product. By conducting this study, I concluded that customers are more satisfied with this product and their quality, quantity and also with their reasonable price. A study on customer satisfaction towards the product helps to learn more knowledge about the product and also helps the company to know their product details.

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