

A Study On Marketing Research On Customer Satisfaction Of Vkc Product

Prof. Mr. D.Nithyananth (M.B.A, M.Phil), Mr.K.R.Rajkumar

Faculty Department of Management Studies, Erode Sengunthar Engineering College, Erode 638057, Tamil Nadu, India.

II-MBA Students, Erode Sengunthar Engineering College, Thudupathi, Erode.

ABSTRACT: The source of data is collected from vkc chapel. The sample size is 100 and time constraint is the major problem in the study. The tool used for analysis and interpretation is simple percentage analysis. Both open end and close end questions are used in the questionnaire. To study the customer satisfaction of the vkc. To study the how many members prefer the vkc. To give suggestion regarding the improvement of the vkc product. This methodology explain about the overall objective research design, data collection method, sampling procedure, construction of questionnaire tools of analysis. Data constitute the foundation at statistical analyze and interpretation, the first important step in the project work is to obtain data collection by the primary method. I am confident to say that the study gave an opportunity to analyze various factors regarding customer satisfaction. The sample size is very low so it is very difficult concluding it by saying that it is the view of whole population. So the research is useful to know about customer satisfaction on VKC product. The researcher found that the image about of vkc product is very high. The proper image building advertisement. The customers perceive the price and quality of vkc is very good satisfaction. The customers like a price, offers, quality, and value added service is the fulfillment the vkc. And good standard of the vkc.

I. INTRODUCTION

VKC group of companies are the leading footwear manufacturer in India. The group established on (August 17) 1984 with a nominal capital and few employees. In 1984 the founder of the group Mr. V.K.C. Mammed Koya started a Hawaii Sheet manufacturing unit with his two brothers. Later on Hawaii straps were also inducted to the production line and in 1986 VKC group launched the first product with its own brand name in the market viz. VKC Hawaii with an initial production of 600 pairs per day. By 1989 the production increased to 5000 pairs a day and by 1996 it jumped to 17000 pairs.

OBJECTIVES OF THE STUDY UNIT:

1. To study the customer satisfaction of the vkc.
2. To study the how many members choose the vkc product.

LIMITATIONS OF THE STUDY

1. The scope of the study is limited to Trissure district.
2. Some dealers are not willing to give correct data.

II. Research Methodology

This methodology explain about the overall objective research design, data collection method, sampling procedure, construction of questionnaire tools of analysis.

CHI-SQUARE:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.003 ^a	1	.955		
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.003	1	.955		
Fisher's Exact Test				1.000	.622
Linear-by-Linear Association	.003	1	.956		
N of Valid Cases	50				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.08.

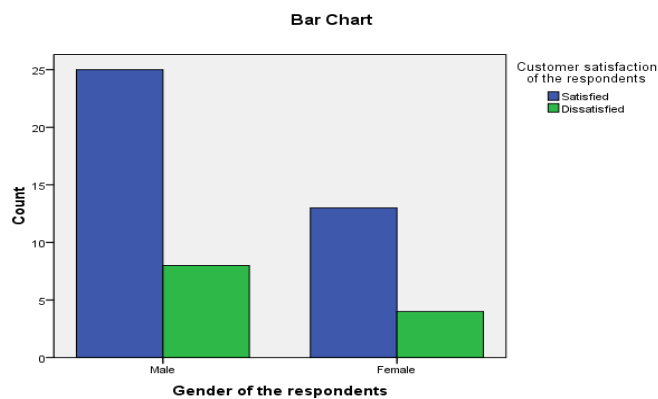
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.003 ^a	1	.955		
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.003	1	.955		
Fisher's Exact Test				1.000	.622
Linear-by-Linear Association	.003	1	.956		
N of Valid Cases	50				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.08.

b. Computed only for a 2x2 table.

CHART:



FINDINGS

1. Majority of the respondents 60% are belonging to male gender.
2. Majority of the respondents 50% were choosing for price.
3. It is observed that the majority of the respondents 75% satisfied to the price.

SUGGESION

The researcher found that the image about of vkc product is very high. The proper image building advertisement

The customers perceive the price and quality of vkc is very good satisfaction.

The customers like a price, offers, quality, and value added service is the fulfillment the vkc.

And good standard of the vkc.

III. Conclusion

In the conclude note of my research I am confident to say that the study gave an opportunity to analyze various factors regarding customer satisfaction.

The sample size is very low so it is very difficult concluding it by saying that it is the view of whole population.

So the research is useful to know about customer satisfaction on VKC product.