

A STUDY ON CUSTOMER SATISFACTION OF PATANJALI PRODUCTS

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ABSTRACT

Customer Satisfaction is of paramount importance for any business organization to retain its customers and expand the base of customers. This paper is an attempt to study the level of customer satisfaction of Patanjali products in Nizamabad district of Telangana.

Keywords: Customer, Satisfaction, Management.

1. INTRODUCTION

In present day market, customer satisfaction is playing a key role as several online platforms are wooing customers with cheap rates, attractive offers, etc.

Definition of customer satisfaction:

“Satisfying is a person’s feelings of pressure or disappointment resulting to his or her expectation. Customer is the level of a person’s felt state requesting a product performance (outcome) relation of the persons expectations.” - Philip Kotler

“Satisfaction is an overall customer attitude towards a service provider or an emotional reaction to the difference between what they receive, regarding and what they receive, goal or desire.”- Hansemark and Albisson

2. OBJECTIVES

- To gather information about customer satisfaction towards Patanjali products (inverter, ups, etc.)
- To gather information about product quality as perceived by the customers.

3. NEED FOR THE STUDY

- Customer satisfaction is of great concern in any organization.
- Customer satisfaction plays the key role in the growth of any organisation.
- Customer satisfaction is one way in which an organization gets established in the eyes of the public.

4. LIMITATIONS OF THE STUDY

- The sample size was limited to 100, hence reliability and validity of the data is questionable.
- The opinion elicited from the research study cannot be taken as the opinion of the whole population.
- Data totally depends on the respondent’s view which could be biased.

5. REVIEW OF LITERATURE

Vukmir, R. B. (2006)¹ in “Customer satisfaction” opined that there is a significant lack of objective data correlating customer service objectives, patient satisfaction and quality of care. Patients present predominantly for the convenience of emergency department care. Specifics of satisfaction are directed to the timing, and amount of “caring”. Demographic correlates including symptom presentation, practice style, location and physician issues directly impact on satisfaction. It is most helpful to develop a productive plan for the “difficult patient”, emphasizing communication and empathy. Profiling of the customer satisfaction experience is best accomplished by examining the specifics of satisfaction, nature of the ED patient, demographic profile, symptom presentation and physician interventions emphasizing communication – especially with the difficult patient.

Mithas, S., Krishnan, M. S., & Fornell, C. (2005)² in “Why do customer relationship management applications affect customer satisfaction?” evaluated the effect of customer relationship management (CRM) on customer knowledge and customer satisfaction. An analysis of archival data for a cross-section of U.S. firms shows that the use of CRM applications is positively associated with improved customer knowledge and improved customer satisfaction. This article also shows that gains in customer knowledge are enhanced when firms share their customer-related information with their supply chain partners.

McColl-Kennedy, J., & Schneider, U. (2000)³ in “Measuring customer satisfaction: why, what and how. Total quality

management” sought to challenge researchers and business organizations to think about the measures they are using in their attempt to measure customer satisfaction and any subsequent decision-making and actions that may result. Specifically, the paper endeavoured to raise awareness of the difficulties involved in measuring customer satisfaction and of using these measures for decision making. The assumption associated with the measurement instrument and the methods of survey, together with the advantages and disadvantages of standardized vs customized instruments were explored. Next, the partially contradictory objectives of research and business and the frequent necessity of making trade-offs are discussed. The paper offered suggestions regarding what we can do in terms of customer satisfaction measurement.

6. RESEARCH METHODOLOGY:

Research design:

The research design adopted for this study is descriptive research design.

Sampling:

The total size of the sample is 100 respondents.

Statistical Tools:

Data Analysis:

The analysis of the data collected through research has been done systematically. Simple percentage, tables were used to represent variety of data that fall in to various categories. The analysis has been done systematically and accurately so to get correct and authentic results.

Data Collection Methods:

(a) Primary sources:

Primary data was collected to carry out the research project.

(b) Secondary sources

The internal data collected for this is study from reports, and other Miscellaneous records. The external data is collected through books.

7. DATA ANALYSIS

Table 1 How Long you Have You Been Customer For Patanjali

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Less than a year	30	30%
1-2 years	40	40%
2-5 years	20	20%
More than 5 years	10	10%
Total	100	100%

Source: Primary data

Inference:

From the above table it is inferred that majority (40%) of respondents have been customers in the firm for one to two years.

Table 2 Rating of the Overall Satisfaction

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Great	42	42%
Good	30	30%
Fair	16	16%
Poor	12	12%
Total	100	100%

Source: Primary data

Inference:

From the table it is inferred that majority of respondents (42%) felt highly elated about company's attitude.

Table 3 The Product Quality.

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Great	60	60%
Good	25	25%
Fair	15	15%
Poor	0	0%
Total	100	100%

Source: Primary data

Inference:

From the table it is inferred that majority of respondents (60%) are satisfied with the product quality.

Table 4 The Satisfaction Level With The Product Line

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Great	39	39%
Good	52	52%
Fair	8	8%
Poor	1	1%
Total	100	100%

Source: Primary data

Inference:

From the table it is inferred that majority of respondents (59%) are satisfied with the product line.

8. FINDINGS

- Majority of respondents are satisfied with the company's performance, product quality, product line.
- "Patanjali will listen to its customers" is agreed by 96% of customers/respondents.
- 98% of respondents agreed that Patanjali is prompt in dealing with customer complaint.

9. CONCLUSION

If the customers are satisfied with the product or services, then it helps the company to grow and achieve more. According to the survey conducted among the customers of "Patanjali" we have come to know that customers are highly satisfied with this product. There is excellent relationship between the company and the customers.

10. REFERENCES

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