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Efficient Sales Through Building Customer Satisfaction

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Abstract

Customer satisfaction and impact on sales is undertaken at Universal automobiles & dairy products company, it is an manufacturing brand that pioneered the concept of spring and literally created the spring category in India, manufacturing has emerged as one of the distinguished escalation sectors in India. The main objective of this study is to determine the impact of customer satisfaction on sales of the company, to understand the satisfaction level of the customers of the company, to develop product standards based on customer satisfaction finding and to understand the expectations and requirement of customers of Universal automobiles & dairy products company. The research methodology adopted is descriptive, this study is completely based on primary data, and data have been collected through questionnaire. Sample size is 100 customers of Universal automobiles & dairy products company, and method is simple random sampling method is used for the study.

Keywords: Customer satisfaction, Customer loyalty & Customer Behavior

I. Introduction

The Indian automobiles industry has experienced well growth over the last few years. Some of the factor aspects to this include: a buoyant end- user market, improved consumer sentiment and coming of adequate liquidity in the financial system. The automobiles industry of India has extended by 14.3 % because of strong growth in the after-market sales to reach at a level of Rs 2.92. lakh crore (US\$ 43.55 billion) in F.Y 2017-18. The industry is further expected to grow to US\$ 47-49 billion in F.Y19. The Indian automobiles industry can be comprehensively characterized into the coordinated and disorderly areas. The coordinated area obliges the Original Equipment Manufacturers (OEMs) and comprises of high-esteem exactness instruments while the disorderly area contains low-esteemed items and cooks for the most part to the reseller's exchange classification. The total worth of India's car trades remained at Rs 73,128 crore (US\$ 10.9 billion) in 2017-18 as thought about Rs 70,916 crore (\$10.8 billion) in the year 2017-18. This has been driven by solid development in the homegrown market and expanding globalization (counting sends out) of a few Indian providers.

Auto-segment sends out from India are required to grow 7-9 % in FY18, supported by more grounded worldwide development and higher fares to arising countries. Development is additionally expected to speed up to 8-10 % in FY19 because of get in worldwide situation. The Indian car secondary selling is required to arrive at Rs 75,705 crore (US\$ 13 billion) continuously 2019-20, as per the Automobiles Component Manufacturers Association of India (ACMA). These evaluations are in a state of harmony with the objectives of the Automobiles Mission Plan (AMP) 2018-26. As indicated by the automobiles Component Manufacturers Association of India (ACMA), the Indian auto-parts industry is relied upon to enlist a turnover of US\$ 100 billion by 2020 sponsored by solid fares going between US\$ 80-US\$ 100 billion by 2026, from the current US\$ 11.2 billion.

II. Background of the Study

Defined as a amount that determines how happy customers are with the company's products, services, and capabilities. Customer satisfaction refers to the promising response of the consumers after use of product and services which are offered by business organization. Customer only satisfied if their expectations are meet by the product and services of business organization. Reaching customer satisfaction is tough but not impossible.

Customer meet their perception and expectations with actual delivery finished by the business organization. their product and services measure their satisfaction level Only the expectations or needs are in keeping with the enterprise organization provide the client be prepared

III. Review of Literature

S Sundaramoorthy and A Abirami (2016)²⁴ customer satisfaction has a great impact on the entire business organization. They conclude their study with finding customers are satisfied with online shopping. M.Rajeshwari (2015)¹⁴ the results indicate that the respondents are daily internet users and they are ready to buy high value. Products through online they are satisfied with convenient shopping experience. Mile Terziovski (2016)¹⁶ Quality administration is practices of when carried out at the same time have a huge and beneficial outcome of profitability improvement and consumer loyalty. Steven A. Taylor and Thomas L. Baker (2011)²⁹ The assistance writing propose the consumer loyalty is the best depicted as the directing the help quality buy intension of relationship. Rshadyazdaifrad ; Igbazue Dod Maray (2013)²³ . This paper can be utilized by specialists who need discover the effect on green advertising on consumer loyalty and natural wellbeing. Dr.P.Senthilkumar May (2017)⁴ examining the result and identify qualification, occupational level and the time spent on interest have different upon their on purchase decision making. Gadhavi Jayrajsingh Himmatsingh (2011)⁶ This study is to determine the over all satisfaction of consumers with baroda products and the effects of age and income of satisfaction finally, research has shown that the image of the baroda products is very good. S. Bhuvaneshwaran and Prabhu (2015)²⁵ customer satisfaction in this survey, several things need to be improved. This is the best choice in terms of customer satisfaction and loyalty. Heikkilä Koskela (2002)⁹ After sales and service is much important for to maintain the attract new customer in telecommunication business. Yana Guterman (2015)³⁰ suggestively increase the current level of customer satisfaction and reduction the amount of negative feedback.

Sanjupagiro and kumarthapa. (2016)²⁶ Customers are fully satisfied and expect more brands. That after the sales service increases the customer. Ali iftikharchoudhary (2011)¹ The important considered after sale service characteristics on customer satisfaction characteristic like delivery time of product. service. Mic Wisniewski (2018)¹⁵ This should focus on customer service acceptance and not on exaptation's. This review presents approaches the results several services of the Scottish commission Mrs. T Shenbaga Vadivu (2015)¹⁹ online shopping and she states reason for online shopping is technological advancement, more convenient lifestyle, variety, quick service. Mr. Muruganathan S, Nandhini S, Nivetha B and Nandini A (2017)¹⁷ factor influence online buying behaviour that is convenient, allow to do comparison between products. Justin paul (2015)¹² the Effect of administration quality on consumer loyalty in private and public area banks The goal of this paper is to distinguish the main factors which fundamentally affect in In India.. Ms M Tamilselvi (2019)²⁰ online shopping services are highly recognized and accepted. It provides some benefits to the customer. She examine the overall results and proved. Kaaled Mohamud, Md Farhan Imtaz Wastequip uddinahmed (2019)¹³ the sector having a growth since customer are realiasing the usefulness and benefits of online shopping and getting engaged in shopping. Sayed Shah Alam (2010)²⁷ to his study the relationship between satisfaction with purchases, reliable website design, and product reliability and delivery time is closely related to customer satisfaction and results. Mr. Prasanth, Mr. Gokul Kumar, Ms. Keerthana, Ms Priyanka (2019)¹⁸ In this study they found most customer are have bad experience product delivery and they suggest to reduce this online portal must maintain good delivery system.

Raj Agnihotri &, Rebecca Dingus (2015)²¹ The fundamental target of this examination is to recognize the variables of consumer loyalty in development consumer loyalty. Sajjad Shokouhyar, Sina Shokouhyar & Sepehr Safari (2020)³ considering SERVQUAL (or) RATER classes, we recognized a gathering of 21 quality components by means of a center gathering investigation of 16 auto retail industry. Shruthi Sivaprakasam & R. Shanmuga Priyan (2017)²⁸ Improving communication

between parties, evaluating progress toward goals, and qualifying mutual agreement and monitoring outcomes are all advantages of this study. Hossein Bodaghi Khajeh Khajehnohar (2018)¹⁰ This examination utilized an unmistakable overview research configuration dependent on the connection technique. The chose populaces were Pars Hotels' clients. Hamza V.K and Sai Dalavai K (2011)⁷ online shopping satisfaction and experience and found online experience, convenience low price and wider selection are major factors to determine customer satisfaction. Hasina Momtaz and Ku Halim Ku Ariffin (2011)⁸ online customer satisfaction is the important to the marketing concept. The current capacity of the dairy products is more than 3.5laks per day. Jamuna, M. and Jegadeshkannan (2010)¹¹ BSNL customer satisfaction level is low compare to the other factors like message, services etc. Anwar Alanazi, christan Bach (2016)² Customer Satisfaction Consumer fulfillment is a sort of judgment that a specific assistance/item include (value, quality or amount). Fenny Patel & Dharmaraj Solankil (2020)⁵ The data was evaluated and descriptive statistics from the study's after-sales services were used to display the findings. Richu M Juneja and Prachi B Mehta (2017)²² Customer satisfaction towards online shopping in have identified that customer satisfaction and factors influencing customer satisfaction.

IV. Statement of The Problem

Customer satisfaction is the major part for every organization in order to achieve the sales they need to concentrate more on the factors that satisfies the customers. Now a day's more companies offering similar kind of products at reasonably lessor price to attract the customer this is the important challenge to Universal Automobiles & Dairy products Company.

V. Objectives of The Study

- To determine the impact of customer satisfaction on sales of UADP.co.
- To analyzing significant impact of the quality on customer satisfaction of UADP.co.

VI. Research Methodology

VI.I Research Method

Descriptive design is done to determine the cause and effect relationship between two variables.

VI.II Sampling

- Sample Size:** Total sampling is 1000 customer and sample sizes 100 were selected as customer sampling size in Universal automobiles & dairy products company.
- Sampling Techniques:** Simple random sampling will be used this study, simple random sampling can be defined as a randomly selected sample from a huge sample of population, giving all the individual equal to be chosen.
- Sample Unit:** Customers of Universal Automobiles & dairy products company.

VI.III Source of Data

They are two sources of data

- Primary sources of data:** primary data will be collected from the customers of Universal Automobiles & Dairy Products co. Through questionnaires, survey and observation method
- Secondary sources of data:** This data will be collected from: journal, Magazines, Publications, Articles, Literature & E-resources

VI.IV Statistical Tools of Analysis

Chi-square test

A chi squared test is a statistical hypothesis test that is valid to perform when the test statistic is chi squared is chi squared scattered under the null hypothesis.

VI.V Hypotheses of the study

Hypothesis (H0): There is no significant impact of quality of product and service of customers satisfaction.

VII. Data Analysis and Interpretation

For the purpose of collecting data primary source of close ended structure questionnaire have been used. The respondents were 100. The analysis using statistical tool and techniques like Chi-square have been used to prove and disprove the hypothesis.

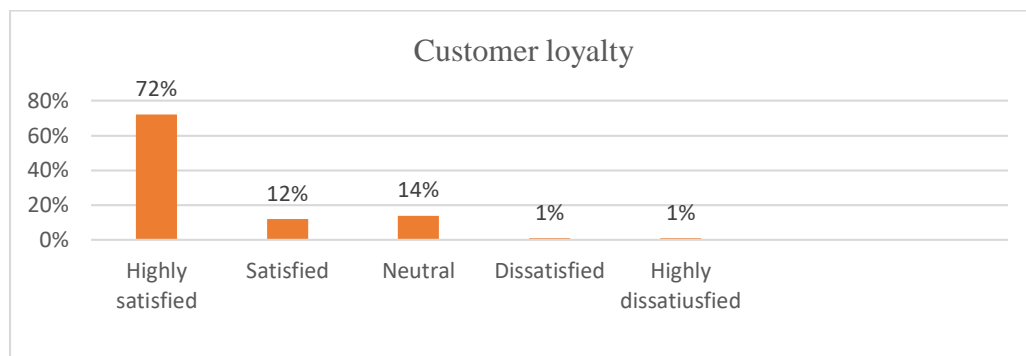


Chart 1.1 Customer loyalty

In the above chart showing the out of the 100 respondents, Highly satisfied 72, satisfied 12, neutral 14, dissatisfied 1 & highly dissatisfied 1. Hence the majority of respondents belong to the highly satisfied by customer loyalty.

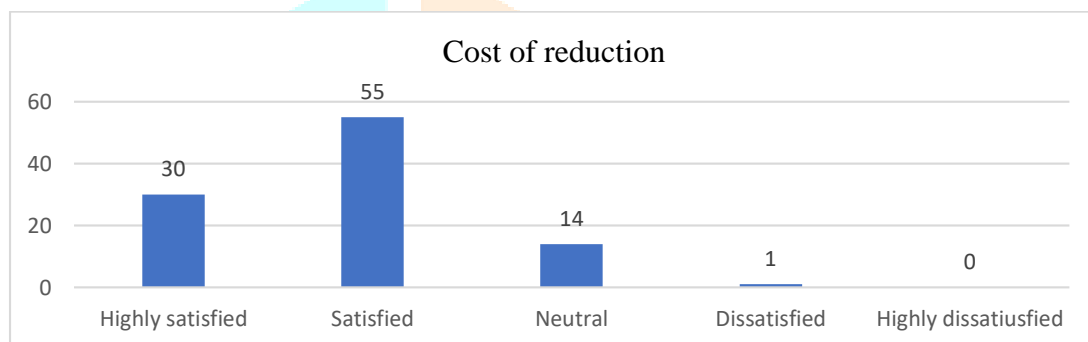


Chart 1.2 Cost of reduction

In the above chart showing the out of the 100 respondents, Highly satisfied 30, satisfied 55, neutral 14 & dissatisfied 1. Hence the majority of respondents belong to the satisfied by cost of reduction.

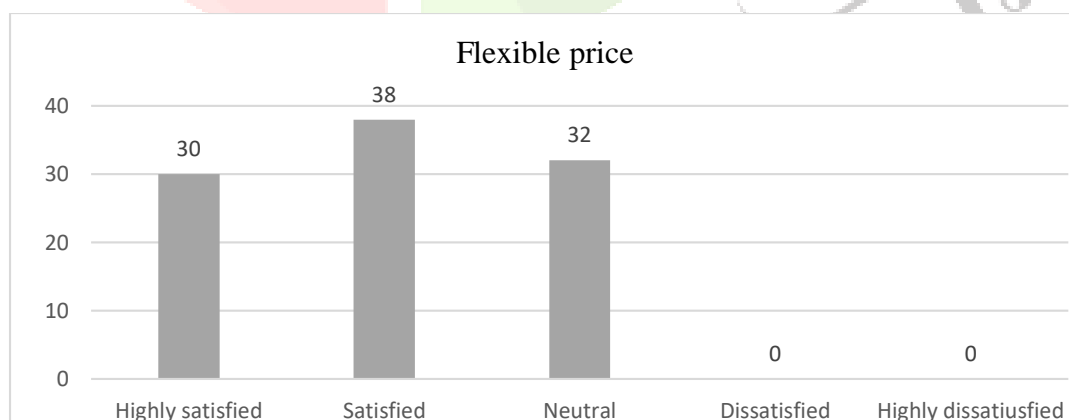
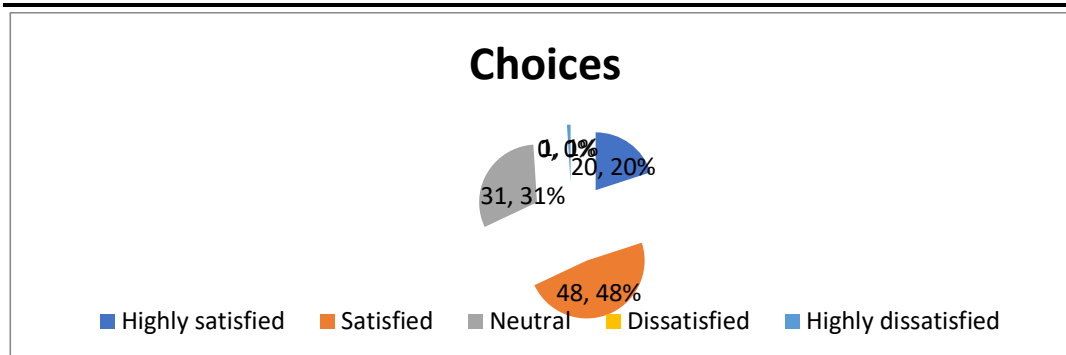
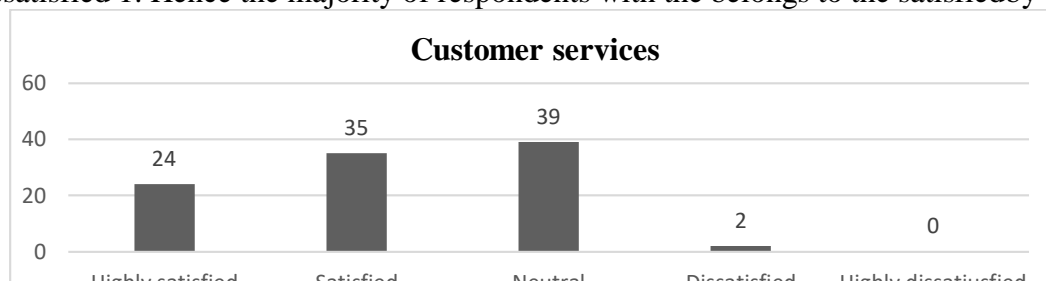


Chart 1.3 Flexible price

In the above chart showing the out of the 100 respondents, Highly satisfied 30, satisfied 38 & neutral 32. Hence the majority of respondents belong to the satisfied by flexible price.

**Chart 1.4****Choices**

In the above chart showing the out of the 60 respondents, Highly satisfied 19, satisfied 48, neutral 12 & highly dissatisfied 1. Hence the majority of respondents with the belongs to the satisfied by choices

**Chart 1.5****Customer services**

In the above chart showing the out of the 100 respondents, Highly satisfied 24, satisfied 35, neutral 39 & dissatisfied 2 respondents. Hence the majority of respondents with the belongs to the neutral by customer services.

Hypothesis Testing

H_0 : There is no significant impact of quality of product and services on customers satisfaction.

Table 1.1**Hypothesis Testing**

Option	Highly satisfied	Satisfied	Neutral	Dissatisfied	Total
Q.2.1	44	21	33	2	100
Q.2.3	20	41	37	2	100
Q.2.8	29	37	32	2	100
	93	99	102	6	300

Calculation of chi square test

Table 1.2**Calculation of chi square test**

O	E	(O-E)	(O-E) ²	(O-E) ² /E
44	31	13	169	5.45
21	33	-12	144	4.36
33	34	-1	1	0.03
2	2	0	0	0
20	31	-9	81	2.61
41	33	8	64	1.93
37	34	4	16	0.47
2	2	0	0	0
29	31	-2	4	0.13
37	33	4	16	0.48
32	34	-2	4	0.12
2-	2	0	0	0
			Total	$\chi^2=15.58$

Total value = Degree of freedom

$$= (R-1) * (C-1)$$

$$= (4-1) * (3-1)$$

$$= 3 * 2$$

$$= 6$$

The study found that the calculated value is greater than the table value at the significant level at 5% then critical value in the table 12.59 then the table value lower than the calculated value. Therefore the study proven that H0 is rejected. It proven that There is a significant impact of quality of product and services on customers satisfaction.

VIII. Result and Discussion

- 48% of majority of respondents with the belongs to the satisfied by quality of the product.
- 36% of respondents with the belongs to the highly satisfied by delivery of the product.
- 60% of the respondents are agree to influenced by word of mouth.
- 39% of respondents neutral by customer services
- 43% agree to influenced by Use of technology
- Material quality needs improvement which yields better product quality.
- Should be concentrate on Delivery of the product on time to the customers.
- Amazing service, to the customer easily marketing the products.
- Improve your customer interactions & give your customers feedback.
- Easy payment options using this technology can help the customers

IX. Conclusion

Customer satisfaction is a critical factor that must be given constant attention to achieve good profits through increased roles it can be concluded that customer satisfaction has independent contribution towards the roles of the business. More over there is a significant relationship between customer satisfaction and sales. Customers that are satisfied are likely to return, making customer satisfaction one of the most critical aspects of a company's success.

A company may not value a client only on the restricted sales volume of a single transaction, but rather on the whole volume of the customer relationship's life cycle. We must understand that instrumental marketing is insufficient, and that relationship marketing to the is required. customer are becoming more important.

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