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**A Study on Customers Satisfaction towards Allwin Pipes Private Limited,
Perundurai**

Dr.T.VETRIVEL

Professor & Head

Department of Management Studies

Velalar College of Engineering and Technology (Autonomous)

ERODE – 638012, Tamilnadu, India

Mail id: vetreemba@gmail.com

ABSTRACT

In this study sampling technique adopted by the researcher is simple random sampling. Sampling design is descriptive research & was employed for observing, collecting, organizing and analyzing the data. The tool for data collection is questionnaire; both the primary and secondary data have been collected for the research work. The questionnaire was prepared and 150 respondents were included in the study. Various factors were analyzed, tabulated and interpreted. The first chapter describes about the introduction of the study. The second chapter consists of industry profile which includes the industry profile of pipe industry. The third chapter consists of company profile of ALLWIN pipes private limited Perundurai. The fourth chapter consist of data analysis and interpretation which includes the methods such as percentage analysis, weighted average method and chi- square test. The findings and conclusion are



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included in the fifth chapter, which will help the company to become more successful. Finally, it includes references which are used for the study.

Keywords: descriptive research, analyzing, chapter consists

CHAPTER –I

1.1 INTRODUCTION OF THE STUDY

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator with in business. In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element. Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product is perceived performance in relation to his or her expectations.

Many companies are aiming for high satisfaction because customers who are just satisfied are still find it easy to switch when a better offer comes along, those who are highly satisfied are much less ready to switch. High Satisfaction or delight creates an emotional affinity with the brand, not just a rational performance. The result is high customer loyalty.

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator with in business. In a competitive market place where businesses compete for



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customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element.

Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product is perceived performance (outcome) in relation to his or her expectations As this definition makes clear, satisfaction is a function of perceived performance and expectations, if the performance falls short of expectations, the customer is dissatisfied, if the performance exceeds the expectations, the customers are highly satisfied.

CHAPTER-II

2.1.STATEMENT OF THE PROBLEM

- Various competitors have emerged in the pipe line sectors.
- The consumers are not sure about the quality of pipes and they are purchasing the low cost pipes based on their economy.
- In order to improve the customer preferences and to update with technology and peoples needs ands and wants feedback plays a major role.
- Hence to become a successful marketer it is absolutely essential to know the perception of the perspective buyers.
- Therefore the researcher undertook this study on perception of prospective customers about ALLWIN pipes.

2.2.OBJECTIVES OF THE STUDY

- To study the customer satisfaction towards Allwin pipes.

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Tamilnadu-636121, India

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- To compare various parameters (behaviour, quality) of customer satisfaction.
- To know the influencing factors (demand, supply, environmental conditions) of Allwin pipes.
- To analyse the needs and wants of the customers.
- To offer the suggestions of customer opinion for further improvement towards Allwin pipes.
- To know the customer satisfaction level of Allwin pipes.

2.3.NEED FOR THE STUDY

- Through this study, the organization and the researcher will know the perception of customers about Allwin pipes.
- This study will give an idea of knowing the problems of implementing customer perception of the organization and will generate the idea to solve specific problems in the industry to increase sales.
- The success and the failure of a business to a great extent is influenced by consumer perception as it is based on the actual experience obtained which is influenced by factors like price, quality, durability and other complex psychological factors.

2.4..SCOPE OF THE STUDY

- The study will help the company to know the perception of customers.
- The company can find out the effectiveness of promotional activity.



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- The study will help the company to get prospective customers.
- The scope of the study is to find out the customer satisfaction with reference to pipes.
- The study covers the different aspects of customer satisfaction.
- To increase the production as per the needs and wants of the customers.

2.5.LIMITATIONS OF THE STUDY

- This topic covers only the perception of prospective customer about Allwin pipes in Perundurai and does not cover any other problems.
- The time duration for the study is from Jan 2019 to March 2019.
- This study is based on the prevailing customers. But the customer's perception may change according to time, technology and development.
- People were hesitant to disclose the true facts.

CHAPTER-III

3.1.LITRATURE REVIEW

Azaddin saleem khalifa ,(2009) "Customer value", a review of recent literature and an integrative configuration, this paper attempts to build n integrative configuration of the customer value that reflects its richness and complexity. "Management Decision". The conclusion was that both perceived value and service quality dimensions should be incorporated into customer

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satisfaction modals to provide a complete picture of users satisfaction. We also briefly review the modeling techniques applied in the selected studies.

Keiningham , Munn and Evans ,(2012 “Customer Perception” from the offered product will lead to an easy purchase decision every time the need for these products and services arises. Customer Perception and retention are key issues for organization in today’s competitive market place. Specifically, the ‘consumer brand engagement ‘ (CBE) concept has been postulated to more comprehensively reflect the nature of consumers’ particular interactive brand relationships, relative to traditional concepts, including ‘involvement’.

Dr.N.Chandrasekaran ,(2015) “Journal of international marketing revisiting consumer ethnocentrism ” Vol. 23, No. 3, pp. 66-86 highlighted on :Investigated the wants of the customer are carefully studied by conducting surveys on consumer behavior. The study also helps to know various marketing variables such as price and product features. This study will help gain knowledge about the influence of consumer to prefer a particular brand and the problems faced by them using such brands.

Dr.S.K.Sinha & Ajay Wagh, (2010)Examined that India is one of the fastest growing telecommunication markets of the twenty first century. The common man, artisans, agricultural labours, vendors and workers from every walk of life are comfortably using the services provided by telecom industries. The potential of capturing market segment will surely depend upon understanding dynamics of customer’s preference.

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INTERNATIONAL CENTRE

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According to Lewis & Boom, (2017) Service quality is considered as a measure of how well the service delivered matches customers expectations on providing a better service than the customer expect organizational brand promotional strategies should be based on developing innovative offers & products, developing cost friendly value driven packages and tariffs, offering quality services after sales service & ability to make calls without getting cut off & also to provide cheaper cost of calls to other networks.

Dr. C. Annandan & M. Prasanna Mohan Raj & Mr. S. Madhu, (2016) Examined the new mantra of all FMCG giants is; To get rich, sell to the rural,. So they have started marketing programs to explore the untapped segment of rural markets. As far as FMCG is concerned, the market penetration and consumption in rural areas is low, so there is an opportunity for marketers to utilize the market effectively. Another key positive aspect is the current government focuses on rural areas. Understanding the rural customers, Inadequate data on rural markets.

GA churchill Jr, C surprenant, (2015) Journal of marketing research, the authors investigate whether it is necessary to include disconfirmation as an intervening variable affecting satisfaction. This project work deals with a customer satisfaction survey, the main objective in order to give recommendations for optimizing the companies performance.

Bitner et al, (2007) Customer Satisfaction is the evaluation of a product or service in terms of whether that product or service has met their needs and expectation. satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase,



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INTERNATIONAL
STANDARD
SERIAL
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INTERNATIONAL CENTRE

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ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

brand loyalty, and positive word of mouth. As positive and negative feelings can coexist, customers may like parts of the service while rejecting other parts.

Keiningham and Evans , (2015) “Customer Relationship Marketing” the customers tend to become loyal to these providers, where their perception helps to increase customer loyalty. Perception is the state felt by a person who has experienced a performance that has fulfilled his or her expectations. Perception is thus a function of relative levels of expectation and perceived performance. Expectation are formed on the basis of past experiences and perceived or similar situations, statements made by friends and other associates, and statements made by the supplying organization.

Rapp, A.Agnihotri,R & Forbes, L.P (2012)The sale force technology Chain. The role of adaptive selling & effort, journal of personal selling & sales management. Customer Perception from the offered product will lead to an easy purchase decision every time the need for these products and services arises. The results have practical implications and suggest an addenda for future organizational research. **(Article first published online: 2 Nov 2012).**

3.2.RESEARCH METHODOLOGY

Research methodology is a scientific and systematic way to solve the research problem. It is the way in which research problems are solved systematically. Methodology is a method used in the project research personnel that conduct all of major passion of the investigation. A research has to go through an already planned with the help of number of steps, it is well known

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Tamilnadu-636121, India

Indexed by



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INTERNATIONAL CENTRE

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ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

fact that the most important steps in marketing research process is to define a problem. The objective were selected and see on the base of these objectives. A questionnaire was designed major emphasis of which was gathering new ideas or insight so as to determine and find out solution of the problem.

RESEARCH DESIGN:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to research purpose with economy in procedure. It is the conceptual structure within which research conducted. It constitutes the blueprint for the collections, measurement and analysis of data.

According to Pauline.V.Young.’ Research design is the logical and systematic planning and directing a piece of research’. The design according to her “results from translating a general scientific modal into varied research”.

A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem.

TYPES OF RESSEARCH

Here in order to meet the research objectives, descriptive research design is used.

DESCRIPTIVE RESEARCH DESIGN

Descriptive research design includes surveys and fact findings, enquiries of different kinds. The major purpose of descriptive design is description of the state of affairs as it, exists at present. The main characteristics of this method are that the researcher has no control over the variable and he can only report what has happened or what is happening. In this study, the

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descriptive research was for the perception of perspective customers through various aspects like opinion, satisfaction level and other parameters affecting it.

DATA COLLECTION METHOD

Primary data

Primary sources of data are fresh and first hand and are original sources from which the researcher directly collects data that has not been previously collected. Through questionnaire design the primary data were collected in this research by distributing the questionnaire to the prospective customers.

Secondary data

Secondary sources of data are already collected and compiled data from the available source. There are major sources of secondary data such as journals magazines and websites.

SAMPLE DESIGN

A sample plan is a define plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. After deciding the research approach and instrument, the next stage is to design a sampling plan. The selected respondents from the total population constitute what is technically called a “sample technique”. The sampling plan calls for the following decisions such as

- Population
- Sample method
- Sampling unit

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Tamilnadu-636121, India

Indexed by



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STANDARD
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ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

- Sample size

Sample element: Allwin pipes private limited

Sample unit: customers of Allwin pipes

Sample size: 150 respondents

Sample Area: Perundurai

Sampling technique: it is a simple random sampling method under probability sampling technique.

SIMPLE RANDOM SAMPLING:

It is completely random sampling method of selecting subjects. These can include assigning numbers to all subjects and then using a random number by generating from applying random number table.

SAMPLE SIZE:

The sample size selected for the survey is 150.

TOOLS FOR DATA COLLECTION:

Questionnaire was the main tool for collecting the data. Hence, efforts has been taken to construct a questionnaire in a systematic way the adequate questions to ensure the research objectives.

DATA COLLECTION:

The questionnaire we used to collect the data from the selected sample respondents.

DATA ANALYSIS:

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN
ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM

Scribd. Google Scholar



INTERNATIONAL
STANDARD
SERIAL
NUMBER
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Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

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The data collected from the primary source were arranged sequentially and tabulated in the systematic order in the master table.

STATISTICAL TOOL USED FOR DATA ANALYSIS:

The term statistics refers to a measure value based upon sample data. The various statistical techniques used are,

- Simple percentage analysis
- Weighted average method
- Chi- square test

PERCENTAGE ANALYSIS:

It refers to a special kind of ratio, percentage are used in making comparison between two or more series of data. Percentages are used to determine relationships between the series of data. Finding the relative differences becomes easier through percentage. $PERCENTAGE = (NO.OF RESPONDENTS / TOTAL NO.OF RESPONDENTS) * 100$

WEIGHTED AVERAGE METHOD:

It is used average ranking given by the respondents on different factors to know whether the factors were considered as very important by the sample respondents.

Weighted average = $f(x)/N$

$F(x)$ = frequency of interval for each factors

N = No of the respondents

CHI- SQUARE TEST:



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ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

A chi-square test is any statistical hypothesis test in which the test static has a chi-square distribution when the null hypothesis is true, or any in which the probability distribution of the test static can be made to approximate a chi-square distribution as closely as desired by making the sample size as large.

$$\text{Chi- square} = (O_i - E_i)/2/E_i$$

Where O_i = observed frequency

E_i = expected frequency

CHAPTER – 1V

DATA ANALYSIS AND INTERPRETATION

4.1 WEIGHTED AVERAGE METHOD

TABLE NO – 4.1.1.PIPE COMPANIES ACCORDING TO CUSTOMERS PREFERENCE

S.NO	FACTORS	WEIGHTED SCORE	MEAN SCORE	RANK
1	Anand Pipes	459	3.06	1
2	CRI Pumps	416	2.8	2
3	Arya Pipes	323	2.15	3
4	Sree Krishna Pipes	302	2.01	4

Source: Primary data

INTERPRETATION:

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN
ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM



Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

Out of the weighted score the respondents give a first rank to the Anand pipes with the score of 3.06. The CRI Pumps is ranked second with the score of 2.8. Third rank was given by respondents to Arya pipes with the score of 2.15 and the respondents give the fourth rank to the Sree Krishna Pipes with the score of 2.01. Majority of the respondents preferred Anand pipes.

TABLE NO – 4.1.2.THE PRODUCTS ACCORDING TO THE PERFORMANCE AND QUALITY

S.NO	FACTORS	WEIGHTED SCORE	MEAN SCORE	RANK
1	PVC Pipes	699	4.66	2
2	HDPE Pipes	646	4.31	3
3	UPVC Pipes	508	3.38	6
4	Lateral Pipes	769	5.12	1
5	Drip irrigation Pipes	571	3.8	4
6	Blow moulded water tank	459	3.06	7
7	Barrels	555	3.7	5

Source: Primary data

INTERPRETATION:

From the above table shows that the products rating according to the performance, out of the weighted score the respondents give a second rank to the PVC pipes with the score 4.66. The

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ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM



Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

respondents give a third rank to HDPE pipes with the score of 4.31. The respondents give the sixth rank to UPVC pipes with the score of 3.38. The respondents give the first rank to the lateral pipes with the score of 5.12. The respondents give the fourth rank to the drip irrigation pipes with the score of 3.8. The respondents give the seventh rank to the blow moulded water tank with the score of 3.06 and the respondents give the fifth rank to the barrels with the score of 3.7. The majority of the respondents ranked Lateral pipes as first for the performance.

TABLE NO – 4.1.3.FACTORS TO PREFERING ALLWIN PIPES

S.NO	FACTORS	WEIGHTED SCORE	MEAN SCORE	RANK
1	Quality	462	3.08	3
2	Durability	452	3.01	4
3	Price	544	3.62	1
4	Stability	324	2.16	5
5	Package	468	3.12	2

Source: Primary data

INTERPRETATION:

From the table shows that the respondents give the third rank to the quality of the products with the score of 3.08 . The respondents give the fourth rank to durability of the

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ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM



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ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

products with the score of 3.01. The respondents give the first rank to the price of the products with the score of 3.62. The respondents give the fifth rank to the stability of the product with the score of 2.16 and the respondents give the second rank to packaging of the product with the score of 3.12. Majority of the respondents ranked price as first for preferring ALLWIN Pipes.

4.2 CHI-SQUARE TEST

TABLE 4.2.1

To test the significance relationship between the income of the respondents and varieties of products offered by the company.

NULL HYPOTHESIS H0: There is no significant relationship between income of the respondents and opinion on product value with respect to price of the respondents.

ALTERNATE HYPOTHESIS H1: There is a significant relationship between income of the respondents and Opinion on product value with respect to price of the respondents .

Product value * income Cross tabulation			
S.NO	Opinion	on Income	Total

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN
ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM



Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

	product value with respect to price	Below Rs.10000	Between Rs 10001- 20000	Between Rs. 20001 - 30000	Between Rs. 30001 - 40000	
1	Highly agree	0	0	16	0	16
2	Agree	10	40	15	0	65
3	Neutral	0	33	0	4	37
4	Disagree	12	3	17	0	32
5	Highly disagree	0	0	0	0	0
Total		22	76	48	4	150

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN
ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INTERNATIONAL CENTRE

Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.0372	9	.000
Likelihood Ratio	121.324	9	.000
Linear-by-Linear Association	4.271	1	.039
N of Valid Cases	150		

Calculated value (CV) = 1.037

Table value (TV) = 21.03

Degrees of freedom = (R-1) (C-1)

= (5-1) (4-1)

= 4*3

= 12

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN
ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM



Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

Table value at (12) degrees of freedom with 5% significance level =21.03

CV < TV

Therefore, 1.037 < 21.03

RESULT:

Hence, Null hypothesis H_0 is Accepted. There is no significance relationship between income level of the respondents and opinion on product value with respect to price.

TABLE 4.2.2

To test the significance relationship between age of the respondents and user experience of the respondents .

NULL HYPOTHESIS H_0 : There is no significant relationship between age of the respondents and user experience of the respondents.

ALTERNATE HYPOTHESIS H_1 : There is a significant relationship between age of the respondents and user experience of the respondents .

User Experience * Age Cross tabulation

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN
ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM



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S.NO	User experience	Age				Total
		Below 20 years	21-30 years	31-40 years	Above 40 years	
1	Highly Satisfied	0	32	6	20	58
2	Satisfied	6	18	27	0	51
3	Neutral	0	18	23	0	41
4	Dissatisfied	0	0	0	0	0
5	Highly dissatisfied	0	0	0	0	0
	Total	6	68	56	20	150

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.273	6	.000

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Tamilnadu-636121, India

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IJRREM



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Likelihood Ratio	75.551	6	.000
Linear-by-Linear Association	2.858	1	.091
N of Valid Cases	150		

Calculated value (CV) = 64.273

Table value (TV) = 21.03

Degrees of freedom = (R-1) (C-1)

= (5-1) (4-1)

= 4*3

= 12

Table value at (12) degrees of freedom with 5% significance level =21.03

CV > TV

Therefore, 64.273 > 21.03

RESULT:

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN
ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM



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Hence, Null hypothesis Ho is Rejected. There is a significance relationship between age of the respondents and user experience of the respondents.

TABLE 4.3.3

To test the significance relationship between occupation of the respondents and the products satisfaction level of the respondents .

NULL HYPOTHESIS H0: There is no significant relationship between occupation of the respondents and products satisfaction level of the respondents.

ALTERNATE HYPOTHESIS H1: There is significant relationship between occupation of the respondents and products satisfaction level of the respondents .

Satisfaction level * occupation Cross tabulation					
S.NO	Satisfaction Level	Occupation			Total
		Business	Employee	Self employed	
1	Highly satisfied	20	19	16	55
2	Satisfied	10	53	21	84

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Tamilnadu-636121, India

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3	Neutral	8	0	0	8
4	Dissatisfied	3	0	0	3
5	Highly dissatisfied	0	0	0	0
Total		41	72	37	150

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.702	6	.000
Likelihood Ratio	45.659	6	.000
Linear-by-Linear Association	3.690	1	.055
N of Valid Cases	150		

Calculated value (CV) = 44.702

Table value (TV) = 15.51



IJRREM

Scribd. Google Scholar



Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

$$\begin{aligned} \text{Degrees of freedom} &= (R-1) (C-1) \\ &= (5-1) (3-1) \\ &= 4*2 \\ &= 8 \end{aligned}$$

Table value at (8) degrees of freedom with 5% significance level =15.51

CV > TV

Therefore, 44.702 > 15.51

RESULT:

Hence, Null hypothesis H_0 is Rejected. There is a significance relationship between occupation of the respondents and the satisfaction level of the products of the respondents.

CHAPTER –V

5.1 FINDINGS

The study on the customer satisfaction are analysed with the help of questionnaire. The collected data is been tabulated and analysed with a help of graph. The following are the findings inferred from it.



IJRREM

Scribd. Google Scholar



Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

WEIGHTED AVERAGE METHOD:

- It is observed that ANAND pipes had ranked number 1, most of the respondents preferred Anand Pipes.
- It is found that Lateral pipes ranked number 1, most of the respondents preferred Lateral pipes of ALLWIN industry.
- It is observed that Price of ALLWIN pipes as ranked number 1, most of the respondents preferred price of ALLWIN pipes.

CHI-SQUARE:

- It is found that there is a significant relationship between occupation of the respondents and opinion on brand comparison of the respondents.
- It is found that there is a significant relationship between income and opinion on product value with respect to price of the respondents.
- It is noted from chi-square analysis that there is a significance relationship between age and the user experience of the respondents
- It is found that there is a significance relationship between occupation and satisfaction level of the respondents.

5.2 SUGGESTIONS:

- Company has to maintain such a quality to attract more number of customers.

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- Company has to spend more amounts on promotional tools like television, newspaper, and radio etc to attract the customers.
- Some of the people dissatisfied with the price of pipes, so the company should concentrate on this aspect.
- As per the demand of the customers, the company must give percentage of discount and allowance to all the customers those who bought even less than 100 pipes.
- Proper hospitality and service must be provided in order to retain the customers.

5.3 CONCLUSION:

Customer perception helps to understand the perceived value of the product. This study is focused in Perundurai for the purpose to understand the customers perception on prospective customers with special reference to ALLWIN pipes. The factors such as price, quality, durability, color variants etc plays a major role in the buying behaviour of the customers. Good offers will attract more customers and maintaining good customer relation will increase the goodwill of the company. Hence, if the company will try to follow the given suggestions and recommendations then they can become more successful in future by improving their performance more.

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OTHER RESOURCES:

- Company pamphlet
- Company brochure
- Company profile
- Company catalogue

WEBSITES:

- <https://www.allwinpipes.com>
- <https://www.allwinpipes.co.in>
- <https://www.google.com/search=allwin+pipes+vijayamangalam+tamil+nadu>
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