

## **A Study on Customer Satisfaction in Jothi Plastic Works, Dharmapuri**

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**ABSTRACT:** - Customer satisfaction is one of the primary goals of marketing activities and may lead to increased purchases by customers and increased profits for the firm. Customer satisfaction is equivalent to making sure that product and Service performance meets customer expectations. Customer satisfaction is the perception of the customer that the outcome of a business transaction is equal to or greater than his/her expectation. The main aim of the study is to know whether the customers are satisfied with PVC pipes and their level of satisfaction. Various factors are considered to determine the satisfaction level like Price, Color, Size, Service etc. This study tries to give suggestions and recommendation to increase the satisfaction level of the product.

**Keywords:** - Customer, Customer satisfaction, Competitors, Price, Quality

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### **I. INTRODUCTION**

Customer satisfaction is equivalent to making sure that product and Service performance meets customer expectations. Customer satisfaction is the perception of the customer that the outcome of a business transaction is equal to or greater than his/her expectation. This study is undertaken in order to find out the customer satisfaction of Jothi Plastic Works – PVC Pipes, which is in Dharmapuri, Tamilnadu state in India with the help of research techniques and data collection tools from which suggestion and recommendation for the study is framed.

### **II. ABOUT THE COMPANY:**

The Jothi Group of companies came into existence by D.K.Madhu, founder of Jothi group in the beginning of 2000. The company manufactures the PVC Pipes & supplies in & around the domestic market near by the areas Krishnagiri, Salem, Dharmapuri circles. The Jothi group of companies was started at the year 2000 with the initial investment of 5laks and merely it expanded its capacity of production, quality and investment to the business. In the 2005 Jothi group of companies started their Second Unit – Jothi PVC Pipes with the minimal level of 50 employees' in Dharmapuri District in Tamilnadu state in India. Jothi Plastic Works is currently one of the leading Pipe Manufacturer in Dharmapuri district in Tamilnadu in India

### **III. OBJECTIVES:**

- ❖ To study the Customer Satisfaction level about Jothi Plastic Works (Jothi Group of Companies) PVC products.
- ❖ To find out the factors that influencing the customers to buy the product.
- ❖ To find the level of service provided by the company.
- ❖ To analyze the nearest competitors.
- ❖ To suggest some ways to improve the satisfaction level.

### **IV. SCOPE AND SIGNIFICANCE**

The main aim of the study is to know whether the customers are satisfied with PVC pipes and there level of satisfaction. Various factors are considered to determine the satisfaction level like Price, Colour, Size, Service etc. This study tries to give suggestions and recommendation to increase the satisfaction level of the product.

### **V. LIMITATIONS OF THE STUDY**

- ❖ The findings of the study are subjected to bias and prejudice of the respondents.

- ❖ Area of the study is confined to the customers in Dharmapuri only.
- ❖ Time factor can be considered as a main limitation.
- ❖ The findings of the study are solely based on the information provided by the respondents.
- ❖ The accuracy of findings is limited by the accuracy of statistical tools used for analysis.
- ❖ Findings of the research may change due to area, demography, age condition of economy etc.

## VI. RESEARCH METHODOLOGY

### 6.1 RESEARCH DESIGN:

The analysis is done with the help of statistical tools. Hence this is a descriptive research which tries to analyze the views of respondents using, the information collected from them.

### 6.2 NATURE OF DATA

This report was formulated on the basis of both primary as well as secondary data.

#### 6.2.1 Primary Data:

This refers to data collected by the researcher from their original sources. This study is based on primary data. The primary data collected through personal interview with the structured questionnaire.

#### 6.2.2 Secondary Data:

- Company Profile
- Journals
- Magazines
- Internet

### 6.3 METHOD OF DATA COLLECTION

The data were collected through structured questionnaire.

### 6.4 SAMPLING METHOD

Sampling is a tool, which helps to know characteristics of the universe (or) population by examining only a small part of it. Convenience sampling technique is used.

### 6.5 TOOLS USED FOR ANALYSIS

The data collected was analyzed by using statistical tools. The following tools were used for this study

- ❖ Percentage Analysis
- ❖ Chi- square test.

## ANALYSIS AND INTERPRETATION OF DATA

TABLE 1  
AGE WISE CLASSIFICATIONS OF THE RESPONDENT

Age group	No of Respondents	Percentage
Under 25	20	20
Between 26-30	15	15
Between 30-40	39	39
Above 40	26	26
Total	100	100

Source: Primary Data

#### Inference:

From the above table it is inferred that nearly 39% of respondents are belonging to the age group of 39-40, and 26% of respondents are belonging to age group of 26-30

**TABLE 2**  
**OPINION OF THE RESPONDENTS FOREMOST REASON TO BUY THE PRODUCT**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Color	16	16%
Quality	54	54%
Life time	10	10%
Thickness	20	20%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Primary Data

**INFERENCE:**

From the table it is inferred that nearly 54% of the respondents are buying the product only for the reason- Quality and 20% of the respondents are buying for the thickness of the product

**TABLE 3**  
**THE OPINION ON SATISFACTION LEVEL OF THE RESPONDENTS**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Highly Satisfied	16	16%
Satisfied	56	56%
NeithersatisfiedNorDissatisfied	10	10%
Dissatisfied	10	10%
Highly Dissatisfied	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Primary Data

**INFERENCE:**

From the table it is inferred that nearly 56% of the respondents are satisfied with the product and 16% of the respondents are Highly Satisfied.

**TABLE 4**  
**THE OPINION OF THE RESPONDENTS REGARDING QUALITY SATISFACTION**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Highly Satisfied	16	16%
Satisfied	40	40%
Neithersatisfied Nor Dissatisfied	30	30%
Dissatisfied	10	10%
Highly Dissatisfied	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Primary Data

**INFERENCE:**

From the table it is inferred that nearly 40% of the respondents are satisfied with the quality and 30% of the respondents are neither satisfied nor dissatisfied

**TABLE 5**  
**THE OPINION OF THE RESPONDENTS REGARDING THICKNESS**

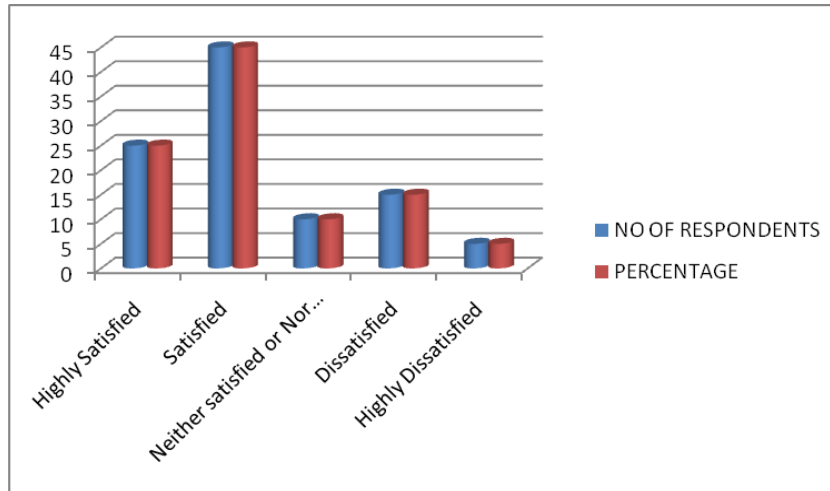
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Highly Satisfied	25	25%
Satisfied	35	35%
Neither satisfied Nor Dissatisfied	10	10%
Dissatisfied	15	15%
Highly Dissatisfied	15	15%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: Primary Data

**INFERENCE:**

From the table it is inferred that nearly 35% of the respondents are satisfied with the thickness of the product and 25% of the respondents highly satisfied with the thickness of the product.

**CHART 1  
THE OPINION OF THE RESPONDENTS REGARDING PRICE**

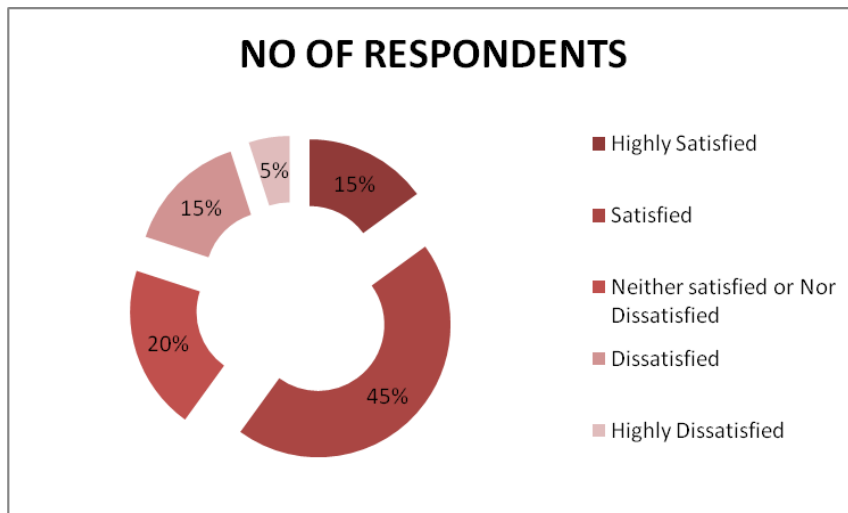


Source: Primarydata

**INFERENCE:**

From the chart it is inferred that nearly 45% of the respondents are satisfied with the Price of the product and 25% of the respondents highly satisfied with the Price of the product.

**Figure no 1  
OPINION OF THE RESPONDENTS COMPARING WITH COMPETITORS PRODUCTS**



Source: Primary data

**Inference:**

From the figure it is inferred that nearly 45% of the respondents are satisfied with the product comparing with competitive products and 20% of the respondents neither satisfied nor dissatisfied.

**7.1 CHI- SQUARE TEST**

$H_0 \rightarrow$  There is no significant relationship between color and quality of the pipes

$H_1 \rightarrow$  There is a significant relationship between color and quality of the pipes

7.1.1 Observed frequencies:

COLOR	SATISFIED	DISSATISFIED	TOTAL
Grey	28	12	40
Dark Grey	20	12	32
White	12	04	16
Blue	08	04	12
<b>TOTAL</b>	<b>68</b>	<b>32</b>	<b>100</b>

7.1.2 Expected frequencies:

COLOR	SATISFIED	DISSATISFIED	TOTAL
Grey	$40 * 68 / 100 = 13.6$	$20 * 32 / 100 = 6.4$	40
Dark Grey	$32 * 68 / 100 = 21.76$	$32 * 32 / 100 = 10.24$	32
White	$16 * 68 / 100 = 10.88$	$16 * 32 / 100 = 5.12$	16
Blue	$12 * 68 / 100 = 8.16$	$12 * 32 / 100 = 3.84$	12
<b>TOTAL</b>	<b>68</b>	<b>32</b>	<b>100</b>

O <sub>i</sub>	E <sub>i</sub>	O <sub>i</sub> -E <sub>i</sub>	(O <sub>i</sub> -E <sub>i</sub> ) <sup>2</sup> / E <sub>i</sub>
28	13.6	14.4	15.24
12	6.4	5.6	4.9
20	10.88	9.12	7.64
12	5.12	6.88	9.245
12	5.44	6.56	7.910
04	2.56	-0.56	0.81
08	4.08	3.92	3.766
04	1.92	2.08	1.083
<b>100</b>	<b>50</b>		<b>50.594</b>

$$\begin{aligned} \text{Number of degree of freedom} &= (c-1) * (R-T) \\ &= (2-1) * (4-1) \\ &= 1 * 3 \\ &= 3 \end{aligned}$$

Table value for 3 different at 5% level = 5.991

## 7.2 Result:

H1 is accepted since the calculated value > the table value  
Hence is a significant relationship between color and quality of the pipe.

## VII. FINDINGS

- ❖ Nearly 54% of the respondents are buying the product only for the reason- Quality and 20% of the respondents are buying for the thickness of the product
- ❖ Nearly 40% of the respondents are satisfied with the quality and 30% of the respondents are neither satisfied nor dissatisfied.
- ❖ Nearly 35% of the respondents are satisfied with the thickness of the product and 25% of the respondents highly satisfied with the thickness of the product.
- ❖ Nearly 45% of the respondents are satisfied with the Price of the product and 25% of the respondents highly satisfied with the Price of the product..
- ❖ Nearly 45% of the respondents are satisfied with the product comparing with competitive products and 20% of the respondents neither satisfied nor dissatisfied.

## VIII. SUGGESTIONS

- ❖ Price of the pipes should be reduced to make it still more competitive in the lights of Trubore and Salem Pipes.
- ❖ Efforts must be made to improve the thickness of the pipes.
- ❖ Efforts must be made to improve the quality of pipes and make 100% satisfaction level.
- ❖ Many new product in pipes are coming up and to meet the competition company needs to improve its promotional strategy
- ❖ Need to increase more 20mm-350gm wiring pipes because of majority in purchase level.

## IX. CONCLUSION

Increasing competition is forcing businesses to pay much more attention to satisfying customers. Customer satisfaction can help your business achieve a sustainable competitive advantage. It about understands the way a customer feels after purchasing a product or service and, in particular, whether or not that product or service met the customer's expectations. It has been found that Jothi PVC pipes is one of the most preferred pipes in a segment and got a stiff competition from the Salem Pipes, Trubore, which is still the market leader. To meet the competition more awareness about the brand needs to be created and advertising strategies has to be adopted.

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### Website

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