

Final year project
at
MAYA APPLIANCES PVT.LTD.,
“A STUDY ON CUSTOMER SATISFACTION ON VIDIEM PRODUCTS
AT MAYA APPLIANCES PVT LTD “

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

PRIYANKA K

(40740269)



DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC I 12B Status by UGC I Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119.

APRIL - 2023



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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **PRIYANKA K (40740269)** who carried out the project training at "MAYA APPLIANCES PRIVATE LIMITED" under our supervision for a period of 3 months from January 2023 to march 2023.

DR. YASMEEN BANO

Internal guide

Mr. KARTHIKEYAN.C

External Guide

SCHOOL OF MANAGEMENT STUDIES
(Dr. BHUVANESHWARI G. IYER, Ph.D.)
INSTITUTE OF SCIENCE AND TECHNOLOGY
(Deemed to be University)
Taramani, Chennai-600 119

Dean – School of Management Studies

Submitted for Viva Voce Examination held on 08.05.2023

Internal Examiner

External Examiner

VidiemTM

For the joy of cooking

MAYA APPLIANCES
Quality Guaranteed Since 1978

Date: 02/05/2023

To Whom it May Concern

Sub: Issuing Completion Certificate for Final Year Project.

This is to certify that **Ms. Priyanka K** (Reg. No. 40740269) III B. Com student at Sathyabama Institute of Science and Technology, has undergone Final Year Project in our Organization (**Maya Appliances Pvt Ltd**) for the period of **01st February 2023 to 30th March 2023** in Marketing & HR. Now she completed her Project under my supervision.

During the Project, her conduct and character was very good.

We wish all the best for her future.

For Maya Appliances Pvt Ltd


Karthikeyan C
Assistant Manager-HR



MAYA APPLIANCES PVT. LTD.

, I.T. Highway, Oggiam Thoraipakkam, Chennai - 600 097.
+91-44-66139800, Fax: +91-44-66139803, Website: www.vidiem.in.

CIN : U28931TN1995PTC0297
GST IN : 33AAACM6280D1ZT

DECLARATION

I **PRIYANKA K (40740269)** hereby declare that the Final year project work done by me under the guidance of **Dr.Yasmeen Bano, MBA, M.Phil, Ph.D Assistant Professor, School of Management Studies** (Internal) and **Mr. KARTHIKEYAN.C** (External) at **MAYA APPLAINCES PRIVATE LIMITED, MCN Nagar, Thoraipakkam, Tamil Nadu 600097**, is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE: 29.04.2023



PLACE:

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. Bhuvanewari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department, Dept. of Business Administration** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my project guide **Dr.Yasmeen Bano, MBA, M.Phil, Ph.D Assistant Professor, School of Management Studies** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **Department of Business Administration** who were helpful in many ways for the completion of the training.

PRIYANKA K

ABSTRACT

This study is undergone at **MAYA APPLIANCES Pvt. Ltd.** MAL'S approach towards achieving excellence in everything it does it guided by the words "YOU INSPIRE, WE INNOVATE". This report shows an overview of the customer satisfied with the over all performance of the vidiem product. Customer satisfaction is an underlying segment of the Marketing capacity and it very well may be basically characterized the quantity of customers, or level of aggregate customers, whose detailed involvement with a firm, its items, or its administrations surpasses determined fulfilment objectives. The aim of the present study is to gain knowledge about the different factors which contributes to the satisfaction of the customers.

Any organisation could definitively take advantage of a proven systematic customer satisfaction model. Customer satisfaction can be addressed as a strategic business development tool and it does have a positive effect on an organization's profitability.

The objective of the study is to to find out the major factors that influences the customer while buying the product.To obtain feedback on the enquires they get through online promotional strategies. To know the customer satisfaction about the safety and comfort provided by the products.

Majority (88.1%) of the respondents said the quality of vidiem product is better among competitors.Majority (50.5%) of the respondents are daily, using the product.Majority (85.1%) of the respondents are satisfied with the vidiem product.Majority (45.5%) of the respondents are using the vidiem product for 2-3years .Majority (84.2%) of the respondents are likely said yes to the overall performance of the vidiem product.

The research design adopted for this project is *descriptive research* studies are those which describing the characteristics of a particular individual or a group. Descriptive research is a type of research that is used to describe the characteristics of a population.

Another important suggestion is that for the management to make brand advertisements regarding the products & services and to arrange some training programs for the customers regarding the products and services and can taught about the usage.

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LIST OF ABBREVIATIONS

S.NO.	PARTICULARS	PAGE NO.
1	MAL – Maya Appliances Limited	2
2	MD – Managing Director	3
3	CEO – Chief Executive Officer	3
4	AGM – Annual General Meeting	3
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CHAPTER 1

INTRODUCTION:

1.1 INTRODUCTION ABOUT THE TOPIC:

“A STUDY ON CUSTOMER SATISFACTION OF VIDIEM PRODUCTS AT MAYA APPLIANCES ”.

A products is anything that can be offered to a market to satisfy a need or want “a product anything that can be offered to a market for attention acquisition uses or consumption that satisfy a want or need. It includes physical objects services , persons,places,organisation and ideas customer value is difference between values the customer gain from owing or using a product and cost of obtaining the products.

“Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. Customer satisfaction data are among the most frequently collected indicators of market perceptions.”

1.2 INDUSTRY PROFILE :

Quality guaranteed since 1978 – these words underline the legacy of Maya Appliances, a company that has captured the imagination of homemakers in more than 10 million kitchens worldwide for over 4 decades. With unmatched quality and state of the art innovations, trust and support of Dealers and Distributors, Maya Appliances has created history celebrated by awards and accolades.

In 1983 MAL launches its very first Coffee maker. Then they moved to large factory premises, then aggressively grew dealers network across Tamil Nadu and Kerala. MAL expands their mixer grinder offerings. After 1983, there is a blistering growth in production and they expanded number of units and capacity. Later it become NO-1 Mixer Grinder manufacturer and leading Kitchen Appliances brand in the country.

Maya Appliances founded in 1978, manufactured and marketed kitchen appliances under the brand name Preethi. The company successfully migrated business under the name Preethi to Royal Dutch Philips in 2011, and began a new chapter with innovative kitchen appliances under the brand name **VIDIEM**.

1.3 COMPANY PROFILE :

Vidiem the flagship brand of Maya Appliances, ensure that every product that rolls of their production lines is safe, reliable, efficient and ergonomic. Vidiem is a well reputed brand in India. Their mission remains single minded to improve the family's quality of life through the superior quality and efficiency of home appliances. They provide products like Mixer grinder, Gas stoves, Wet grinders and commercial mixer grinder.

Company Logo



Figure:1.1.1

COMPANY NAME : Maya Appliances Pvt. Ltd.

BRAND NAME : VIDIEM.

ADDRESS: MCN, Nagar, Thoraipakkam, Chennai-600097.

MD: Mr. T.T. Varadarjan

CEO: Mr. N.Balaji

COMPANY CLASS: Private

BUSINESS ACTIVITY: Manufacturing of Kitchen Appliances.

AUTHORIZED CAPITAL: 150 crores

PAID UP CAPITAL: 100 crores

COMPANY CATEGORY: Company limited by shares.

COMPANY SUB CATEGORY: Non-Govt company

E-MAIL ID: hr@mayaappliances.com

1.4 PRODUCT PROFILE:

HISTORY OF THE PRODUCT

This is the history of maya appliances from starting date to till date. These were the product profile of vidiem.

- 1978 - 1983 → The beginning
- 1983 - 1993 → MAL launches its very first coffee maker.
- 1993 - 2003 → Strong production growth.
- 2004 - 2011 → Service center World Exporter, No.1. Mixie Manufacturer.
- 2011 - 2012 → A new chapter in Maya Appliances
- 2013 → Launch of jewel



- 2014 → Launch of gas cooktops.



- 2015 → Launch of HOB.



- 2016 → Launch of in-built storage gas cooktops.



- 2016 → Launch of ARIA Cool Tec Motor.



- 2016 → Unique innovations in MG.



- 2016 → Launch of VTRON and VERSA MG.



- 2017 → Launch of VSTAR MG.



- 2017 → Direct flow gas tube.



- 2018 → Launch of commercials models.



- 2018 → Launch of EVA models.



- 2019 → Brand Ambassador.



- 2020 → Launch Vidiem ADC



- 2020 → Launch of Vision and Super Blu.



- 2020 → New launches IRIS ADC.



- 2021 → New launches TUSKER.

1.5 STATEMENT OF PROBLEM:

PROBLEM IDENTIFICATION:

- Poor communication with the customers
- Not understanding what your customers want to achieve with your product.
- A bad product experience that prevents customers from coming back.
- Needs more marketing skill.

AREA OF RESEARCH : MARKETING DEPARTMENT

A marketing department drives the promotional engine of a business. It is responsible for increasing brand awareness overall, while also driving potential and recurring customers to a company's products or services. The marketing department monitors market trends and identifies consumer needs and wants. The team then developed a marketing strategy to create more awareness and purchases by customers. In addition, they perform various tasks and activities such as market research, test marketing, advertising, and branding. Marketing which is promoting their brand product to the audience. The product should be convenient and satisfy their needs.

MARKETING ADVERTISEMENT



Figure 1.1.2

MARKETING ADVERTISEMENT



Figure 1.1.3

ADVERTISEMENT:

Based on the person's following, fan base in Instagram, facebook or digital medium they choose their models. MAL advertises their product in social media, internet, digital media , newspaper, television, radio, magazines, flexs, banners . so these were the mediums where the products are reachable to the customers. MAL are very much concerned about customer needs and their satisfaction. They also look up to upgrade the product to the desirable comfort level and easy cooking.

BRAND AMBASSADORS :

Celebrity chef – South India Guinness record author of 26 culinary books and judge of famous TV show Cook with Comali, *CHEF DHAMU*. He was an brand ambassador for vidiem . As he is a cooking star, and the product is also a kitchen appliances, ultimately MR.Dhamu will be very apt for reaching to the customers.

My kitchen companion which never fails to deliver! was like their slogan in advertisement and they prove with their product too.

The fitness model, enthusiast, performing artist, classical dancer, pilates enthusiast RAGINI PRAJWAL is a brand ambassador for vidiem. She has a good name and good followers in the social media.

ORGANISATION STRUCTURE OF MARKETING DEPARTMENT:

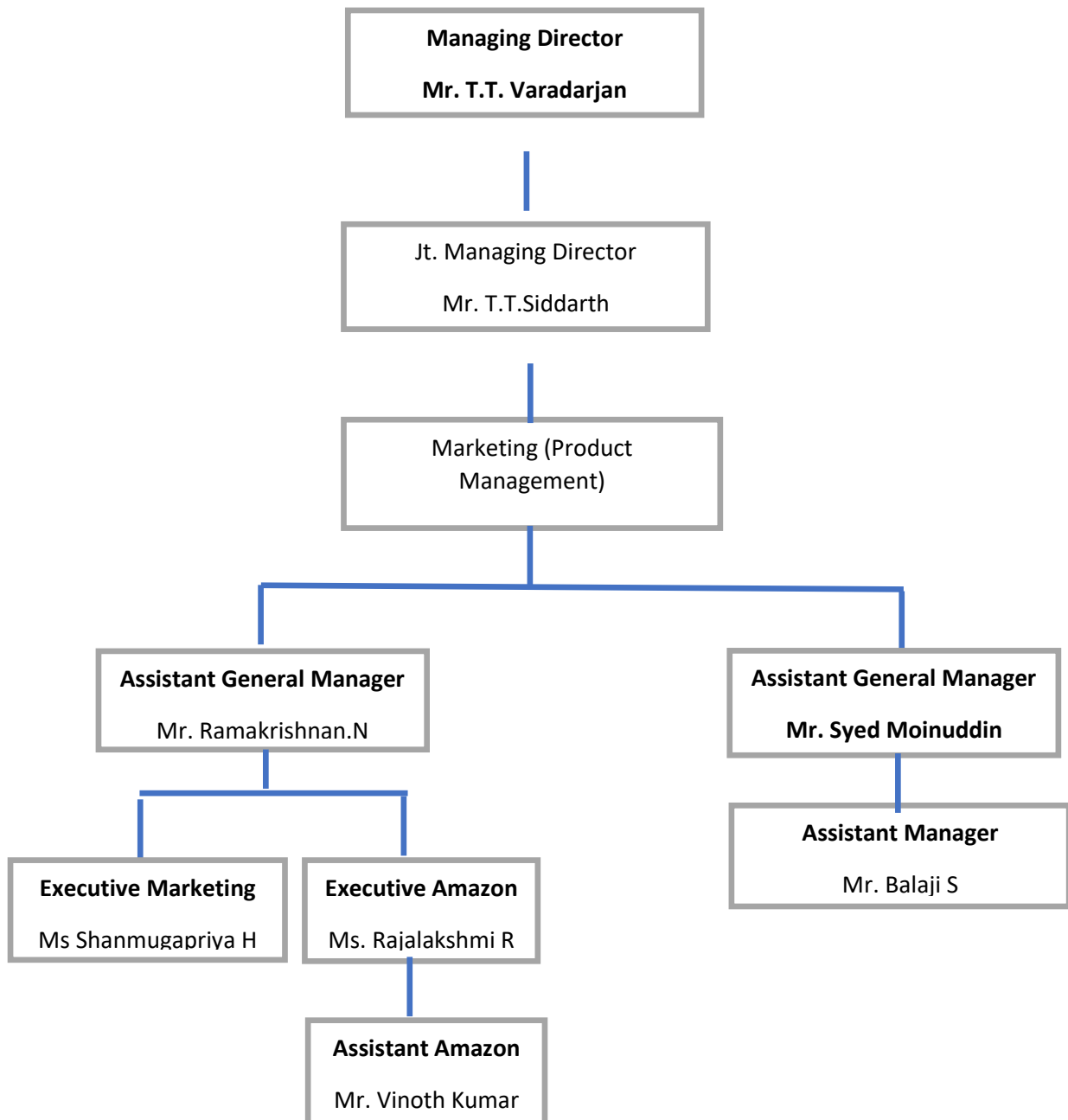


Chart 1.1.4

1.6 NEED OF THE STUDY:

- Customer satisfaction should be of great concern in all organization.
- Customer satisfaction plays the key role in the growth of any organisation.
- Customer satisfaction is one way in which on organization gets establishment and gains recognition among the public.
- The study will help in finding out where the industry lacks behind and how can it improve and it also help to understand the satisfaction of customers at various levels.

1.7 SCOPE OF THE STUDY :

- The scope of the study is that by analysing the customer satisfaction at Maya Appliances Private Ltd, then organisation further improve themselves with more benefits and facilities to overcome the drawback and improve the performance level.
- Customer satisfaction includes a customer's perceived quality, value and expectations of a company and what it offers. Companies use this data, which they can gather through methods like surveys and focus groups, to help them determine how they can improve their products or services to gain and keep more customers.

1.8 OBJECTIVES OF THE STUDY:

- To find out the major factors that influences the customer while buying the product.
- To obtain feedback on the enquires they get through online promotional strategies.
- To know the customer satisfaction about the safety and comfort provided by the products.
- To provide suggestions, in improving the customer satisfaction and the company sales and Profitability.
- To know the customer satisfaction towards the after sales service offers by maya appliances.

ADVANTAGES OF CUSTOMER SATISFACTION:

- Up-to-date feedback:

Gather current customer feedback on various aspects of your company . you can stay on the top of customer trends through regularly scheduled online surveys or email surveys and receive instant customer feedback.

- Benchmark results:

You can administer the same survey every so often to customers to gain continued insight into your customers . surveys can have the same questions,which will allow you to compare data overtime and benchmark survey data across previous years to determine if any changes to be made .

- Show that you care:

Customers like to be asked for their feedback. It gives the customer to gain continued insight into your customers . surveys ca have the same questions which will allow you to compare data over time and benchmark survey data across previous years to determine if any changes need to be made.

DISADVANTAGES OF CUSTOMER SATISFACTION SURVEYS:

- Too many surveys,so less time:

Your customers are bombared with online surveys. Surveys may be simple to complete . however , some people simply don't like to complete them sending surveys too often can irritate customers and lead to customer burnout.

- Privacy issue:

We live in high tech environment filled with daily doses of unwanted junk , emails, emails solicitations and sales calls . when taking an online survey or phone survey , it is hard for your customers to believe that they aren't being tracked.

ANALYSIS OF DATA:

The primary data has been collected with the help of questionnaire. Here in the primary data we have used open ended and close ended questions are framed relating to topic structured undisguised is exactly the same older to all respondents. The close ended question were used to extract those kind of answers from respondents which would easier to interpret and tabulate.

1.9 Limitation of the Study:

- The population for the study was 101 only. So it could not reveal the entire industry.
- The study is based on the customer's feedback, so there might be changes for ignoring some of the good and reliable customers.
- 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.
- Time was also very limited. Most of the customers are not interest in fill the feedback forms.

CHAPTER 2

2.1 REVIEW OF LITERATURE :

Customer Satisfaction is a feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product thought against the expected performance results (**Kotler 2006:177, 2019**). The dimension or indicator of Customer Satisfaction is if the performance is below the expectations of eating dissatisfied customers, if the performance meets expectations then the customer is satisfied, if the performance exceeds expectations then the customer is very satisfied or happy (Kotler 2006:177, 2019) .

Customer Satisfaction is an attitude that is decided based on the experience obtained. Satisfaction is an assessment of the characteristics or privileges of a product or service, or the product itself, that provides a level of consumer pleasure with regard to meeting consumer consumption needs(**Sugeng, 2016**) . Dimensions or indicators of Customer Satisfaction can be created through quality, service, and value. The key to generating customer loyalty is to provide high customer value. (Sugeng, 2016).

Customer Satisfaction is the customer's response to the evaluation of perception of differences in initial expectations prior to purchase (or other performance standards) and the actual performance of the product as perceived after wearing or consuming the product in question. (**Tjiptono, 2012**).

Customer Satisfaction has been researched a lot by previous researchers including (**Afriliana et al., 2018**; Librianty & Yulianto, 2019; Purwanti et al., 2014; Rahayu & Setyawarti, 2018; Rangkuti, 2003; Risdah, 2019; SiahaanSodiq & Wijaksana, 2014; Supardiasa et al., 2018; Wahyuddin et al., n.d.; Wijayanti, 2019; YUNIATI, 2016; Zahratul Aini, 2019).

These researchers discuss the links between satisfaction, loyalty, and profitability. **Nelson et al. (1992)**, who demonstrated the relationship of customer satisfaction to profitability among hospitals, and Rust and Zahorik (1991), who examine the relationship of customer satisfaction to customer retention in retail banking also examined these interlinkages.

The Bank Administration Institute has also examined and evaluate these ideas, in particular **Roth and van der Velde (1990, 1991)**¹⁰ . The service management

literature argues that customer satisfaction is the result of a customer's perception of the value received in a transaction or relationship – where value equals perceived service quality relative to price and customer acquisition costs (see Blanchard and Galloway, 1994; Heskett et al., 1990) – relative to the value expected from transactions or relationships with competing vendors (Zeithaml et al., 1990).

The second relevant literature is found in the marketing domain. It discusses the impact of customer satisfaction on customer loyalty. Yi's concludes, "Many studies found that customer satisfaction influences purchase intentions as well as post-purchase attitude" (p.105)¹¹. The marketing literature suggests that customer loyalty can be defined in two distinct ways (**Jacoby and Kyner, 1973**)¹².

The first defines loyalty as an attitude. Different feelings create an individual's overall attachment to a product, service, or organization¹³. These feelings define the individual's (purely cognitive) degree of loyalty.- **S. Fornier (1994)** The second definition of loyalty is behavioral.

According to **Zairi (2000)** the feeling of pleasure and expectation fulfillment is known as Satisfaction. If the product can not satisfy customer feelings they will be dissatisfied, and if product satisfies them after the use customer will be satisfied and become loyal to that product or brand. In other words customer satisfaction is about those goods or services which fulfill the customer expectation in terms of quality and service for which he has paid. If Customer satisfaction develops they will become loyal to that product or brand and their loyalty will be good for the company in sense as a Profit.

Oliver (1981) describes in his study that customer satisfaction is the part of marketing and play important role in the market. In any organization satisfaction of customer is more important, because if your customer is satisfied with your services or products, your position will be good in the market. In old times customer satisfaction was not too much important and people were not focused on quality. But now a day's competition is tough and customer is aware of all the products and companies due to education and learning environment and this is the reason that every business is concern to fulfill properly customers need and wants.

Veloutsou (2005) describes in his study regarding customer satisfaction tangible products and services, there is a distinction. This distinction between 14 tangible and intangible goods becomes coz different factors of customer satisfaction, and that is why they should be treated separate and distinct.

Churcill (1982) customer satisfaction has overall reaction of expectation of consumption with a product or service on the base of perception, evaluation and psychological reaction.

According to Kottler (2000) Satisfaction is the sum of attributes of product or service. **Kurniawan (2010)** customer satisfaction can change over the period of time; it is a dynamic process. The individual perception about the products or services performance Leads to customer satisfaction.

CHAPTER 3

RESEARCH METHODOLOGY

INTRODUCTION:

The philosophical aspect of the research must be understood in order to select the most appropriate research methodology (Holden and Lynch, 2014). The philosophical framework supports the research and the researcher must select each research process carefully keeping in mind the research aim and objectives (Quinlan, 2011). Hence, the philosophical position must be defined accurately as it assists the researcher to design the structure of the undertaken research. The interpretivism reasoning would be proper for this examination as the analyst's point is to comprehend customer discernment on mark stead fastness for family apparatuses. This will enable the analyst to have an adaptable structure went for seeing each member's musings and feeling in connection to the fundamental point of this examination.

3.1 RESEARCH DESIGN

The research design adopted for this project is *descriptive research* studies are those which describing the characteristics of a particular individual or a group. Descriptive research is a type of research that is used to describe the characteristics of a population. It collects data that are used to answer a wide range of what, when, and how questions pertaining to a particular population or group.

3.2 SOURCES OF DATA

(i) **Primary Data:** The aim of research way to analyses the customer satisfaction so the primary data (first hand data) one required gathered from the different respondents through the circulation of questionnaire for the satisfaction of the objective of the research.

(ii) **Secondary Data:** Secondary data are the magazines, already published data, articles, thesis, books, website etc, provided the researcher with information on the topic.

3.3 STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections:

- First part was designed to know the general information about the employees.
- The second part contained customer satisfaction of maya appliances Private Ltd.

3.4 SAMPLE SIZE:

A Sample has the name implies is a smaller representation of large or whole . in such a way that they are representation of the universe is all sample. The sample size covers 101 consumers of vidiem product.

3.5 SAMPLE TECHNIQUE:

The sample design adopted for the project is *non probabilistic sampling* when population element are selected for inclusion in the sampling base on the care of access it can be called *convenience sampling*.

3.6 PERIOD OF STUDY:

The period of study is from 30th January 2023 till 29th March 2023.

3.7 ANALYTICAL TOOLS

The tool used for the data analysis in the research are simple percentage.

3.7.1 SIMPLE PERCENTAGE ANALYSIS: Simple percentage refers to a special kind of ratio. These were used to describe relationship; they reduce everything to a common base and there by allow meaningful comparisons to be made.

Formula for simple percentage:

$$\text{SIMPLE PERCENTAGE} = \frac{\text{TOTAL NUMBER OF RESPONDENTS}}{\text{TOTAL NUMBER OF SAMPLE}} * 100$$

CHAPTER 4

DATA ANALYSIS AND INTREPRETATION:

4.1 DATA COLLECTIONS AND GRAPHS:

4.1 PERCENTAGE ANALYSIS:

4.1.1 Table showing *gender wise classification of the respondents:*

FACTOR	OPTION	NO OF RESPONDENTS	PERCENTAGE
Gender	Male	52	51.5%
	Female	49	48.5%

Table 4.1.1

Source : Primary data

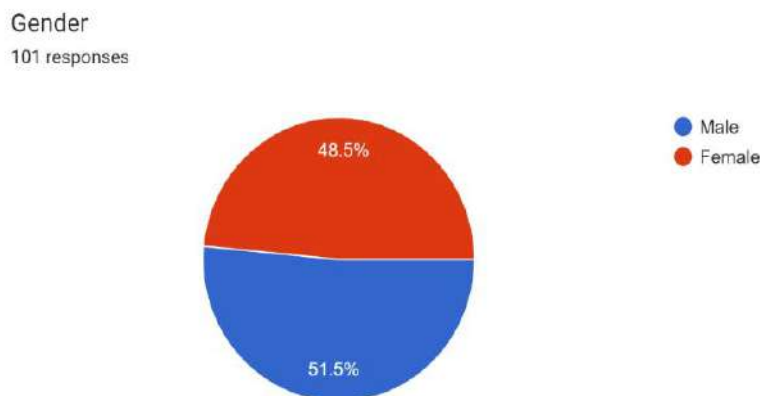


chart 4.1.1

Interpretation:

From the above table it is interpreted that the number of respondents are male in 51.5% and female respondents are 48.5%.

4.1.2 chart showing age wise classification of the respondents

Age group	20-30	85	84.2%
	31-40	12	11.9%
	41-50	4	3.9%
	Above 50	0	-

Table 4.1.2

Age group
101 responses

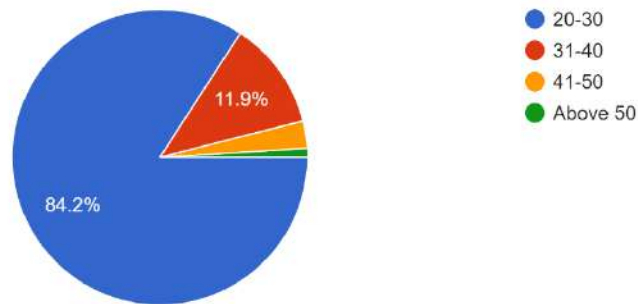


Chart 4.1.2

Interpretation :

From the above chart interpreted that 84.2% of the respondents is between 20-30 years old , 11.9% of the respondents are between 31-40 years old and 3.9% of the respondents are between 41-50 years old.

4.1.3 Table showing *marital status* of the respondents

Marital status	Single	81	80.2%
	Married	20	19.5%

Table 4.1.3

Marital status
101 responses

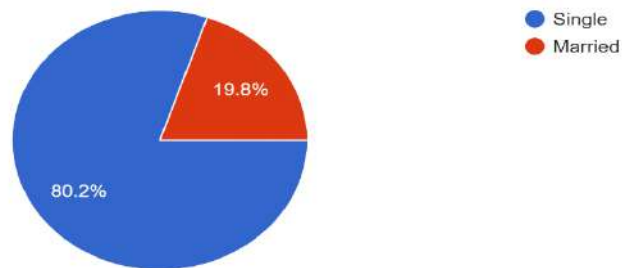


Chart 4.1.3

Interpretation :

Majority 80.2% of the respondents are single and 19.5% of the respondents are married .

4.1.4 table showing the *quality of the product*

Compared to our competitors, the quality of the Vidiem product is?	Better	89	88.1%
	Worse	11	10.9%
	About the same	1	1%

Table 4.1.4

Compared to our competitors , the quality of the vidiem product is ?

101 responses

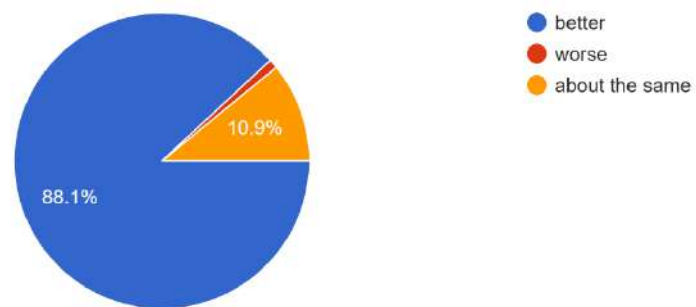


Chart 4.1.4

Interpretation:

Majority (88.1%) of respondents are mentioned better for the quality of the Vidiem product among the competitors.

4.1.5 table showing *production consumption*

How often do you use the product?	Daily	51	50.5%
	Weekly	31	30.7%
	Monthly	19	18.5%

Table 4.1.5

How often do you use the product?
101 responses

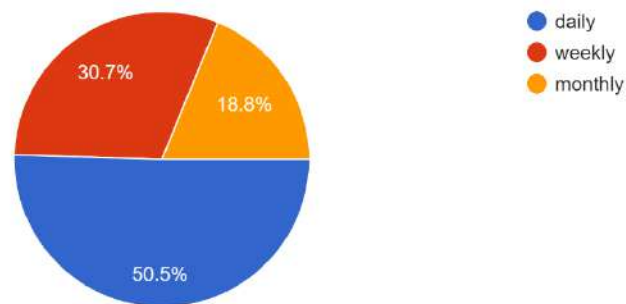


Chart 4.1.5

Interpretation:

Majority (50.5%) of the respondents using the product daily and 30.7% of the respondents using the product weekly and 18.8% of the respondents are consuming the product monthly. As this is kitchen appliances people consume it daily.

4.1.6 table showing *level of satisfaction*

How satisfied are you with vidiem product?	Satisfied	86	85.1%
	Neutral	13	12.9%
	Dissatisfied	3	3%

Table 4.1.6

How satisfied are you with vidiem product ?
101 responses

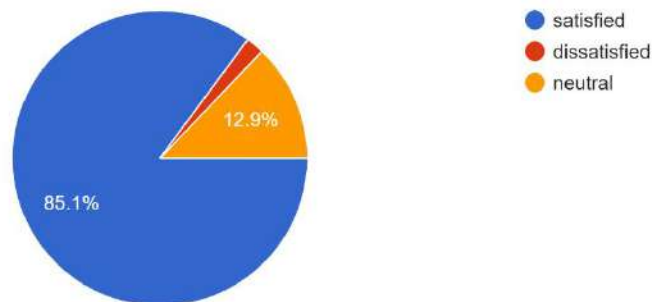


Chart 4.1.6

Interpretation:

Majority (85.1%) of the respondents are satisfied with the Vidiem product and 12.9% of respondents selected neutral and 3% of the people dissatisfied with the product.

4.1.7 table showing the *usage of the product*

How many years are you using the products?	0 - 1 Years	33	32.7%
	2 - 3 Years	46	45.5%
	3 - 4 Years	10	9.9%
	Above 5 Years	12	11.9%

Table 4.1.7

How many years are you using the product ?

101 responses

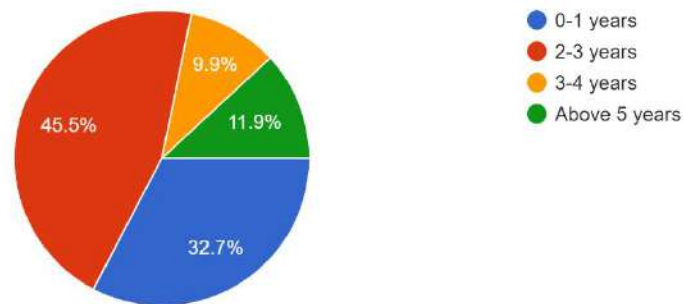


Chart 4.1.7

Interpretation:

Majority (45.5%) of the respondents are using the product for nearly 2-3 years and 32.7% of the respondents are using for 0-1 years and 11.9% of the respondents are using it for above 5 years and 9.9% of the respondents consuming it 3-4 years.

4.1.8 table showing the performance of the product

Which of the following words would you use to describe the product?	High quality	44	43.6%
	Good Value for money	64	63.4%
	Poor quality	1	1%
	Ineffective	0	0%

Table 4.1.8

Which of the following words would you use to describe this product?

101 responses

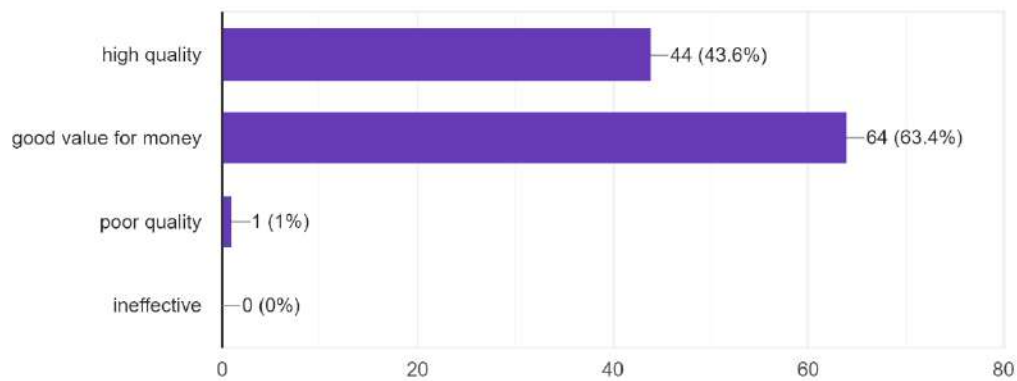


Chart 4.1.8

Interpretation:

Majority (63.4%) of the respondents are consuming the product for the good value for money and 43.6% of the respondents are consuming for their high quality.

4.1.9 table showing *marketing analysis*

How you know about this product?	Advertisement	40	39.6%
	Friends & Family	55	54.5%
	Social Media	7	6.9%

Table 4.1.9

How you know about this product ?

101 responses

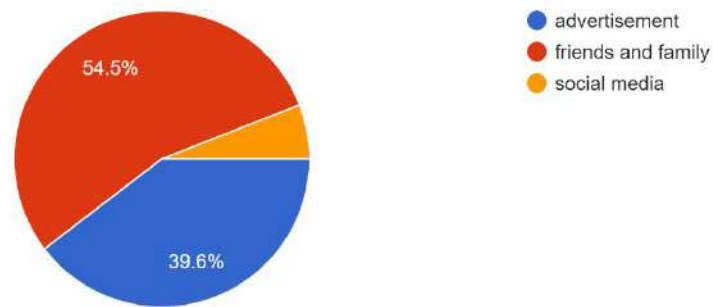


Chart 4.1.9

Interpretation:

Majority (54.5%) of the respondents are get to know about the product by their friends and family and 39.6% of the respondents came to know about the product by advertisement.

4.1.10 table showing the *product recommendation*

How likely are you to recommend the product to other?	To everyone	91	91.3%
	Nobody	9	8.9%

Table 4.1.10

How likely are you to recommend the products to other?

103 responses

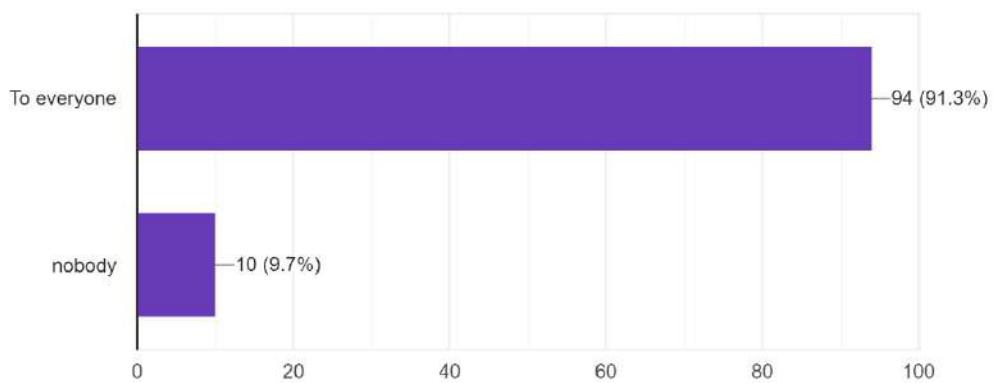


Chart 4.1.10

Interpretation:

Majority (92.2%) of the respondents are likely recommend this product to Everyone.

4.1.11 table showing *rating of the product*

How would you rate the value for the money of the product?	5	43	42.6%
	4	44	43.6%
	3	14	13.9%
	2	2	2%
	1	4	4%

Table 4.1.9

How would you rate the value for the money of the product?

101 responses

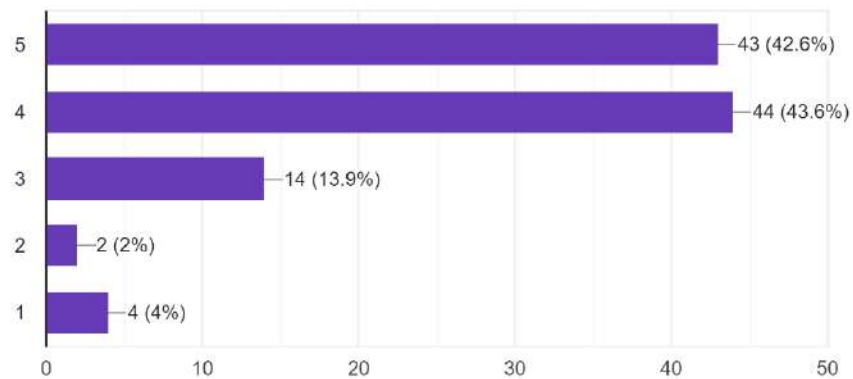


Chart 4.1.11

Interpretation:

Majority (43.6%) of the respondents are rated 4 star rating for the value of the money of the vidiem product.

4.1.12 table showing the *performance of the product*

How well does vidiem product meet your needs?	Good	78	78.2%
	Extremely well	20	19.8%
	Not at all	3	3%

Table 4.1.12

How well does vidiem product meet your needs?

101 responses

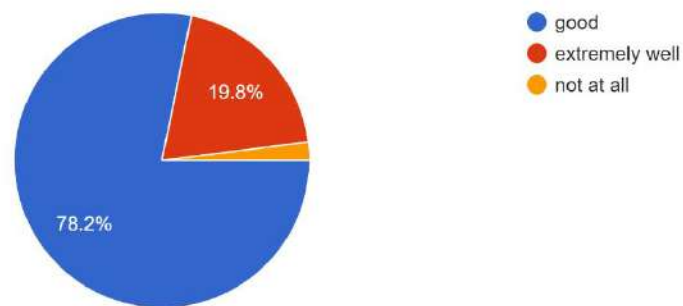


Chart 4.1.12

Interpretation:

Majority (78.2%) of the respondents are stated the vidiem product are good in meeting their needs and 19.8% of the respondents stated the vidiem products are extremely well in meeting the customers needs.

4.1.13 table showing *website navigation*

How easy to navigate our website?	Satisfied	66	66.3%
	Very satisfied	19	18.8%
	Neutral	13	12.9%
	Dissatisfied	3	3%

Table 4.1.13

How easy to navigate our website?

101 responses

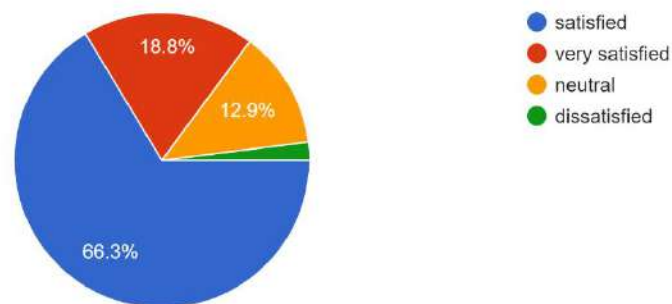


Chart 4.1.13

Interpretation:

Majority (66.3%) of the respondents are satisfied to navigate the vidiem website and 18.8% of the respondents are very satisfied with the vidiem navigation and 12.9% stated neutral for the navigation of the website.

4.1.14 table showing inspired by vidiem

How likely are you to purchase again from Vidiem?	Regular	56	56.4%
	Sometimes	41	40.6%
	Never	4	4%

Table 4.1.14

How likely are you to purchase again from vidiem?

101 responses

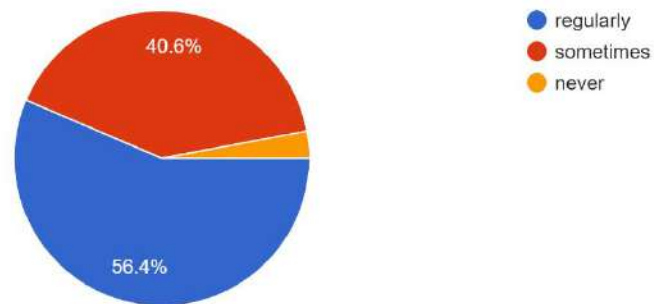


Chart 4.1.14

Interpretation:

Majority (56.4%) of the respondents likely to purchase from vidiem regularly and 40.6% of the respondents likely to purchase sometimes.

4.1.15 table showing overall performance of the product

Are you satisfied with overall performance of the product?	Yes	84	84.2%
	No	4	3.9%
	Maybe	13	12.9%

Table 4.1.15

Are you satisfied with overall performance of the product ?

101 responses

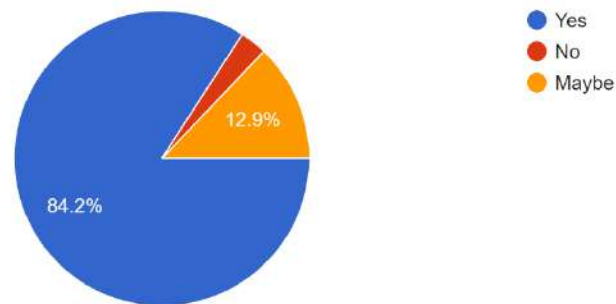


Chart 4.1.15

Interpretation:

Majority (84.2%) of the respondents are satisfied with the overall performance of the vidiem product and 12.9% of the respondents are said maybe for the overall performance of the vidiem product.

CHAPTER :5

5 FINDINGS, SUGGESTIONS AND CONCLUSION:

5.1 Findings of the study:

Majority (51.5%) of the respondents are male.

Majority (84.2%) of the respondents are between 20-30 age group.

Majority (80.2%) of the respondents are single at marital status.

Majority (88.1%) of the respondents said the quality of vidiem product is better among competitors.

Majority (50.5%) of the respondents are daily, using the product.

Majority (85.1%) of the respondents are satisfied with the vidiem product.

Majority (45.5%) of the respondents are using the vidiem product for 2-3years .

Majority (63.4%) describe the product for the value of the money.

Majority (54.5%) of the respondents are known about the products by friends and family .

Majority (92.1%) of the respondents are likely to recommened the products to everyone.

Majority (43.6%) of the respondents are number 4 rating scale value for the money of the product.

Majority (78.2%) of the respondents are said that the vidiem product is good in meeting their needs .

Majority (66.3%) of the respondents are satisfied and easy to navigate our website.

Majority (56.4%) of the respondents are regularly purchase again from vidiem product .

Majority (84.2%) of the respondents are likely said yes to the overall performance of the vidiem product.

5.2 Suggestions:

- Measure customer satisfaction regularly. Ask for feedback across all touchpoints. Actively ask customers for feedback. Share feedback across all your teams. To know the problems faced by the customers at the time of post sale service should conduct free camps and collect the feedback of at the time of service.
- The firm can offer any discounts, gifts, lucky draw. The warranty and guarantee period can be extended. Having good marketing steps and aware of the product knowledge to the consumers.
- Another important suggestion is that for the management to make brand advertisements regarding the products & services and to arrange some training programs for the customers regarding the products and services and can taught about the usage.
- The organization should retain the existing performance and should increase if possible to do so. These are all the suggestions for the study on the customer satisfaction towards the products and services of vidiem, maya appliances pvt,ltd.
- More over everything is good with the customer and company relationship.

5.3 Conclusion:

- A high customer satisfaction level guarantees long-term clients and makes you stand out from the competition. It also lets you avoid the dire consequences of bad customer experience: churning customers and negative word of mouth.
- The customer satisfaction score is a direct measure of the satisfaction customers had with a particular interaction or process they went through with your organization.
- Here we have collected the data through google forms and the majority of the people are well satisfied with the overall performance of the service, value for money, quality , websites and the consumer are likely to recommend the vidiem product to everyone.

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Know you customer by Robert B. Woodruff.

ANNEXURE (Questionnaire):

1. Name of the respondents :
2. What is the gender of the respondents?
 - Female
 - Male
3. What is the age group of the respondents?
 - 20-30
 - 31-40
 - 41-50
 - Above 50
4. Martial status of the respondents?
 - Single
 - Married
5. Compared to our competitors, the quality of the vidiem product is ?
 - Better
 - Worse
 - About the same
6. How often do you use the product?
 - daily
 - weekly
 - monthly
7. How satisfied are you with vidiem product?
 - Satisfied
 - Dissatisfied
 - Neutral
8. How many years are you using the product ?
 - 0-1 year
 - 2-3 years
 - 3-4 years
 - Above 5 years
9. Which of the following words would you use to describe this product ?
 - High quality
 - Good value for money

- Poor quality
 - Ineffective
10. How you know about this product ?
- Advertisement
 - Friends and family
 - Social media
11. How likely are you to recommend the products to other ?
- to everyone
 - nobody
12. How would you rate the value for the value of the money of the product ?
- 5
 - 4
 - 3
 - 2
 - 1
13. How well does vidiem product meet your needs ?
- Good
 - Extremely well
 - Not at all
14. How easy to navigate our website ?
- Satisfied
 - Very satisfied
 - Neutral
 - Dissatisfied
15. How likely are you to purchase again from vidiem ?
- Regularly
 - Sometimes
 - Never
16. Are you satisfied with overall performance of the product ?
- Yes
 - No
 - May be