

**A STUDY ON CUSTOMER
SATISFACTION TOWARDS ON SOUTH INDIA SUGAR MILLS**

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

By

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A" by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **POOJA.M (39740167)** who has done the Project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS ON SOUTH INDIA SUGAR MILLS".

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DECLARATION

I am Pooja.M (39740167) hereby declare that the Project Report entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS ON SOUTH INDIA SUGAR MILLS” done by me under the guidance of Ms.C.ANNAI AMALA VIDYA is submitted in Partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE:

POOJA.M

SIGNATURE OF CANDIDATE

PLACE: CHENNAI

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ABSTRACT

The sugar industry is one of the biggest trades in the world. The business will run simply with the generation of sugar cane. To expand the generation of sugar stick Customer's fulfilment is elementary. the various parts that influence the extent of Customer's fulfilment and therefore the execution of sugar method trade area unit taken for this examination. The supposition of the client concerning trade and their proposals for the event of trade area unit likewise taken for this examination. Basic rate methods area unit utilized for elucidation of data. Hundred Customers from KPR venue area unit chosen haphazardly for this investigation. From finding of the investigations the creator must provide the recommendations to the administration for enhancing Customer's fulfilment basic cognitive process the on top of parts this examination has been taken

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CHAPTER – 1

INTRODUCTION

Sugarcane may be a mechanical yield with land of around four million hectares and generation to the tune of three hundred million tons in India. It provides work to over 1,000,000 folks squarely or in an exceedingly detour save for conducive basically to the national treasury. In business factory farm, the stick is subjected to completely different climate conditions and stresses. In Indian climatic zone infrequent accessibility of moistness and continuous event of red decay malady seriously weaken the potency of stick. Sugarcane may be a mechanical yield with real estates of around four million hectares and generation to the tune of three hundred million tons in Bharat. It provides work to over 1,000,000 folks squarely or in an exceedingly detour save for conducive altogether to the national treasury. In business farming, stick is subjected to completely different climate conditions and stresses. within the Indian climatic zone arbitrary accessibility of moistness and serial event of red spoil infection very impede the potency of stick.

1.1 COMPANY PROFILE

M/s. KPR Sugars restricted (NSL), an organization¹incorporated on the sixth Dec 1995 below the businesses Act, 1956 has applied for Term Loan of Rs. 15.90 crores to Sugar Development¹Fund(SDF) for meeting a part of the opportunity cost of its project envisaging modernization & up-gradation of existing sugar manufactory with Associate in Nursing put in capability of 1250 TCD to 3750 TCD with substantial investment

at Kulali cross BIJAPUR Tq. Dist: BIJAPUR, Karnataka State. NSL has included in the scope of the project, the cogeneration of surplus power also at a total project cost of about Rs. 97.00 crores. (Sugar unit Rs. 53.00 crores and cogeneration unit Rs. 44.00 crores).

Total Cost of the Project, for the Sugar plant expansion Rs. 5300 Lakhs, (Rs. 42.00 Crores for sugar and 11.00 crores loading from co-generation1plant cost) consisting of an Equity1Contribution of Rs. 5.30 Crores Promoters, Rs. 15.90 crores equity from Sugar development fund of Govt. of India & the balance of Rs. 31.80 crores funded1through Term Loans from the Financial Institutions/Banks.

The funding for the cogeneration1plant costing Rs. 4400.00 Lakhs is envisaged by obtaining Rs. 3080 Lakhs from IREDA, Rs 440.00 Lakhs from promoter's contribution and Rs. 880 Lakhs from sugar development fund.

M/s. KPR Sugars Limited (NSL) industry registered handled by the Indian Companies Act, 1956, initially as the Private Limited industry, vide registration certificate number 08/19340 of 1995 dated 06.12.1995 by the named of industry in Karnataka, Bangalore, Afterward, the industry has been converted into Public Limited Company vide Certificate of Incorporation dated 15.02.2002 by ROC, Karnataka, Bangalore

The unit was originally established in the year 1997-98 as a modern Khand sari Sugar unit with a devastating capable of 500 tons of cane in a day and later converted into white crystal sugar unit. This is one amongst the earliest Khand sari unit in the country, which started with a new technology like:

- a) High pressure boiler (32.0 ATA)
- b) Various impact weight evaporator framework with falling – film evaporator and furthermore with hostage control age.

In this way making utilization of the Government of India's changed approach, vide Govt. of India warning DCS/S/14/DTD 02-06-1998, which permitted Khandasari sugar units to use vacuum system, they modernized the unit quickly by adding vacuum pans and vacuum evaporators.

The capacity of the plant was increased in stages to its present capacity of 1250 TCD during 2005-06. Now the plant has increased to 7500 TCD.(2008-2010).

The plant runs efficiently and is self sufficient in fuel and power. It has recorded an average sugar recovery of over 11 percent during 2008-2009 crushing season.

M/s. KPR Sugar Ltd. Now proposes to expand the sugar factory from the existing dimensions of 7500 TCD to 15000 TCD by adding a new plant of 7500 TCD, retaining the existing plant also.

Also 62 MW Cogen Power Plant is part of the expansion. The project appraisal was done by Mitcon Consultancy Services Limited, Pune.

1.2 NEED FOR THE STUDY

This project report is also concerned with marketing research. The report deals with “A Study on Customers satisfaction towards KPR Sugar Company limited with reference to Karnataka state”, attempts have been made to analyze marketing situation and marketing problems confronted and also Customers survey has been undertaken for analyzing their opinions towards KPR Sugar Company. Suggestions have been given for adopting suitable marketing programs ensuring fair return on the capital invested on one hand and Customer satisfaction on the other hand

1.3 SCOPE AND SIGNIFICANCE OF THE STUDY

This study is on Customers satisfaction towards KPR Sugar Company with reference to Karnataka state. Because, as most of the company Customers are spread over Karnataka state. This study attempts to bring about details regarding history, fundamental concepts. And this attempts to look into the profile of KPR sugar company Private Limited, market share of different brands of sugar companies, and dealer's opinion about KPR sugar company product. In this research, only some of the leading Customers in Karnataka state. Especially in Karnataka Bangalore, ballary, tumkur and Mysore have been taken into consideration because the competition lies in between these Customers and hence it will be easy for me to study their opinions towards KPR Sugar Company

1.4 OBJECTIVES OF THE STUDY

- ❖ The primary goal of the examination is to think about the Customer's fulfillment towards sugar process industry. This examination could be useful for sugar process industry in enhancing its association with Customers.
- ✓ To think about the different variables, which influence the level of Customer fulfillment.
- ✓ To assess the sentiment of the Customers around an industry and their development of the business.
- ✓ Discoveries of the investigation to know the Customer opinion and satisfaction toward KPR sugar company.
- ✓ To examine performance of KPR sugar company in the market.
- ✓ To determine the factor that influence on Customer decision.
- ✓ To give effective suggestions to improve the market position of company.
- ✓ To examine the sales performance, degree of competition and market trend of KPR sugar company

1.5 STATEMENT OF THE PROBLEM

Problem discovery is the first stage of any decision making and it is the main objective of monitoring research. It is the condition causing state of unrest. Identification of the problem is one of the main objectives of research. This study has been conducted to know the Customers Opinions and satisfaction towards KPR sugar company limited with reference to Karnataka state. The present study is conducted to find out the main problem faced by the Customers, and the Customers' satisfaction and opinion towards the company rules, regulations, policy toward its customers. And opinion about service provided by the company. So, this study is conducted to determine the brand loyalty and key driving forces to opinions of Customers

CHAPTER – 2

REVIEW OF LITERATURE

- Oliver (1999) 1 outlined, "Satisfaction as pleasant fulfilment. Satisfaction is that the customers sense that consumption provides outcomes against a customary of delight versus chafe
- Pakola et al. (2003) surveyed Finnish customer-purchasing motives on one hand and factors poignant operator alternative on alternative the opposite and therefore the result indicates that audibility; worth and other connected factors square measure thought to be the most- necessary within the alternative of the mobile service supplier.
- Kotler (2006) also noticed that fulfillment could be a perform of seen execution and desires that recognizes sentiments of somebody resulting from examination a merchandise perceived performance in reference to his/her expectations
- Anderson et al.(1997) The position1of the conception is mirrored by its inclusion within the promoting conception that prime client satisfaction ratings square measure wide believed to be the simplest indicator of a company future profit
- Anderson et al., (1994) happy customers square measure a lot of willing to get the advantages they receive and square

measure a lot of possible to be tolerant of will increase in worth. this means high margins and client loyalty. Otherwise, it'll cause client flip over, high replacement prices and high client acquisition prices

- Prahalad and Ramaswamy (2000)⁴ have justified states that consumers/customers square measure dynamical the dynamics of the marketplace. The market has become a forum within which customers play a full of life role in making and competitive for price. Customers are getting a brand-new supply of competency for the corporation.
- Oliver (1987) outlined client satisfaction as associate degree outcome of a purchase/ usage expertise would seem to be a very important variable within the chain of purchase expertise linking product choice with alternative post purchase phenomena as well as favorable spoken and client loyalty.
- Goodman et al (1995) inspected the connections among levels of association amongst clients and providers, client's assessments of center and fringe factors in their exchanges and clients and those less concerned. Peripheral aspects, comparable to provider responsiveness to client inquiries, perceived to influence however customers evaluated a core product similarly as their overall satisfaction

CHAPTER – 3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

- ❖ Research infers the examination and investigating learning to get the new thoughts.
- ❖ Research technique is a method for tackling the examination issue efficiently.
- ❖ Research Method and Research Methodology, these are two unique yet related terms.
- ❖ Research Method is a piece of Research philosophy.
- ❖ This says the exploration configuration relies on some normal plan questions like what to consider, for what reason to contemplate, where to examine and what kind of information is required.
- ❖ The need is to take after the deliberate well-ordered way to deal with take care of an exploration issue.

3.2 RESEARCH INSTRUMENTS

- a. Google forms.
- b. Phone calls
- c. Meeting persons

3.2.1 DESCRIPTIVE RESEARCH DESIGN

Descriptive research aims to describe a population, situation, or phenomenon accurately and systematically. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

3.3 SAMPLING TECHNIQUE

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

3.3.1 JUDGEMENT SAMPLING

Judgment sampling, also referred to as judgmental sampling or authoritative sampling, is a non-probability sampling technique where the researcher selects units to be sampled based on his own existing knowledge, or his professional judgment.

3.3.2 AREA SAMPLING

Area sampling is a method of sampling used when no complete frame of reference is available. The total area under investigation is divided into small sub-areas which are sampled at random or according to a restricted process (stratification of sampling).

3.3.3 SAMPLING TECHNIQUE ADOPTED

Nonprobability method: Judgment sampling and Area sampling

3.4 SAMPLE SIZE

A sample of 100 respondents was taken as sample respondents for the purpose of study. The respondents were selected at random.

3.4.1 SAMPLE TARGETED PEOPLE

My survey targeted people are both Men and Women at the age group of [18-60]

3.5 SOURCES OF DATA

Study is successfully completed when the data available is appropriate and adequate.

3.5.1 Primary data

The essential information was gotten from the appropriate responses that respondents gave in the organized survey. A phone meet was directed with the assistance of a survey. The survey contained 17 inquiries with both open finished and shut finished inquiries. The 32 respondents were requested to give their plain sentiment with respect to the concerned issue and respondents have given profitable data. To accumulate related data with respect to sentiments, the investment of Customer is essential. Accordingly, for this investigation, the specialist picked to accumulate supportive data from 50 Customer. Because of different research requirements, for example, time and spending plan, the analyst chose to utilize a littler example estimate. Every one of the respondents are sugar Customer considered for the investigation. Essential information is additionally gathered from

the officials by methods for casual meetings and visual perceptions.

3.5.2 Secondary data

Optional information is gathered from organization sites and brochures. For gathering optional information scientist utilized web, magazines, daily papers, and different books. Analyst likewise counseled resources for getting significant data

3.6 STRUCTURE OF THE QUESTIONNAIRE

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by me based on general questions regarding the main topic. The structure of questionnaire used in this project is as follows.

3.6.1 QUESTIONNAIRE FRAMEWORK

1. Name
2. Age
3. qualification
4. Gender
5. Salary
6. Where they get sugar from?

7. How was the quality/variety of sugar from where you used to buy?
8. Is the cost is affordable?
9. Is the sugar clean?
10. How much sugar in your family consumes in one month?
11. Will you recommend it to your neighbours?
12. How famous is KS sugar packets in your area?
13. Are KS sugar packets available in the market?
14. Would you continue to buy KS sugar packets if its prices rise to 10%?
15. Most important factors affecting the production of sugarcane.

3.7 HYPOTHESIS

- ❖ The financial efficiency ratios have no significant variation among the companies and among the years.
- ❖ The financial strength is the same for all the sugar companies.
- ❖ The profitability ratios have no significant variation among the companies and among the years
- ❖ The profitability ratios are not affected by leverage ratios; turnover ratios, liquidity ratios, size, age, and vertical integration

3.7.1 ANALYTICAL TOOLS

1. Salary
2. Customer recommendations
3. Cost
4. Quality of sugar
5. Weather conditions
6. Period of payments in one month
7. Satisfaction of payments through bank

CHAPTER – 4

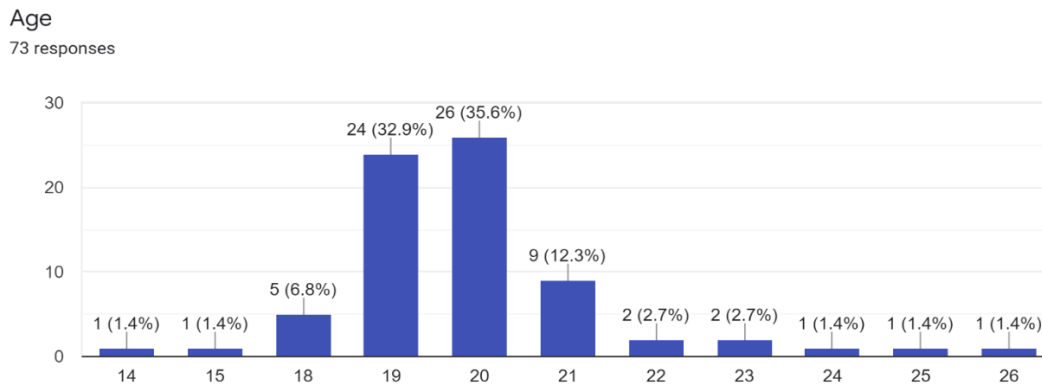
DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire:

4.1 PERCENTAGE ANALYSIS

Age wise classification of the respondents

Chart No 4.1



Inference

Majority 26% of the respondents of my questionnaire belong to the age of 20

Table No 4.1

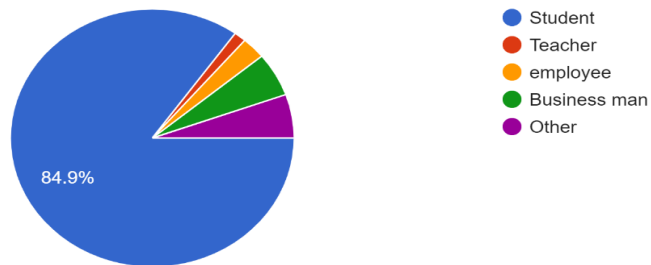
AGE	NO OF RESPONDENTS	PERCENTAGE
Below 18	2	2.8%
18-20	55	75.3%
21-25	15	20.5%
Above 25	1	1.4%
Total	73	100%

Interpretation

From the above table, it is interpreted that 2.8% of respondents are of age group Below 18, 75.3% of them belong to age group of 18-20, 20.5% belong to the age group 21-25 and 1.4% of the age group belong to above 25.

Chart No. 4.2

Qualification
73 responses



Inference

Majority 62% of the respondents of my questionnaire are students.

[2]Qualification wise classification of respondents

Table No. 4.2

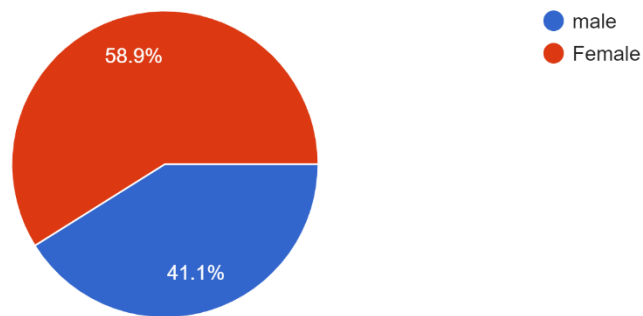
QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
STUDENTS	62	84.9%
TEACHER	1	1.4%
EMPLOYEE	2	2.7%
BUSINESSMAN	4	5.5%
OTHER	4	5.5%
TOTAL	73	100%

Interpretation

From the above table, it is interpreted that 84.9% of respondents are of students, 1.4% of them belong to teacher, 2.7% of them belong to employee, 5.5% of them belongs to businessman and 5.5% of them are others.

CHART NO 4.3

Gender
73 responses



Inference

Majority 43% of the respondents of my questionnaire are female.

[3] Gender of the Respondents

Table 4.3

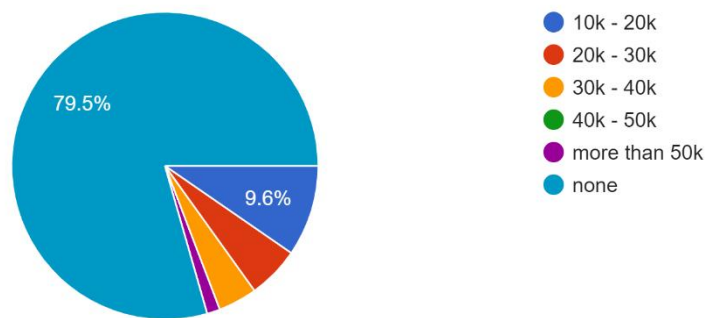
GENDER	No of Respondents	Percentage
Male	30	41.1%
Female	43	58.9%
Total	73	100%

Interpretation

From the above table, it can be interpreted that out of the option given 41.1% of respondents are male, 58.9% of respondents are female.

Chart no 4.4

Salary
73 responses



Inference

Majority 58% of respondents won't get any for the salary.

[4] Showing often the respondents of salary

Table 4.4

Salary	No of respondents	Percentage
10k-20k	7	9.6%
20k-30k	4	5.5%
30k-40k	3	4.1%
40k-50k	0	0%

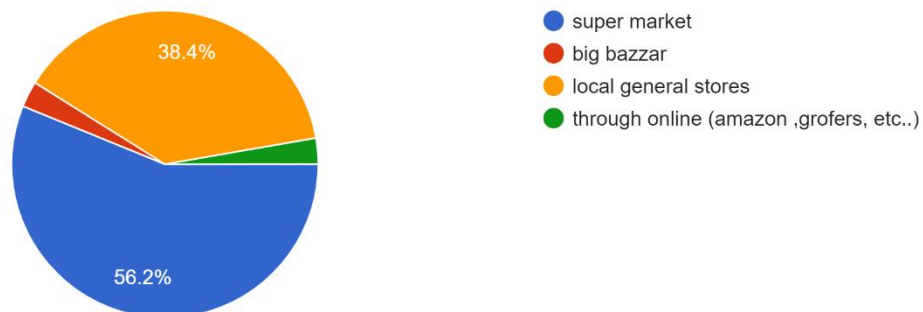
More than 50k	1	1.4%
None	58	79.5
Total	73	100%

Interpretation

From the table given below, 9.6% of the respondents get salary up to 10k-20k, 5.5% of them get 20k-30k, 4.1% of them get 30k-40k, 0% of them get 40k-50k, 1.4% of them get more than 50k and 79.5% of them won't get any salary

Chart 4.5

where you get sugar from?
73 responses



Inference

Majority 41% of the people buy sugar from supermarket.

[5] Sugar buying preferences

Table 4.5

Factor	No of respondents	Percentage
Supermarket	41	56.2%
Big bazaar	2	2.7%
Local general stores	28	38.4%
Through online	2	2.7%
Total	73	100

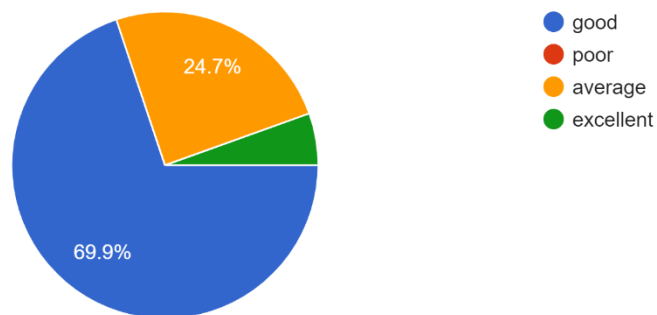
Interpretation

56.2% of the respondents buy sugar from supermarket, 2.7% from big bazaar, 38.4% from local general stores and 2.7% are from online

Chart 4.6

How was the quality/variety of sugar from where you used to buy?

73 responses



Inference

Majority 51% of the respondents are identified that their variety of sugar is good

[6] Identification of sugar quality

Table 4.6

Quality	No of respondents	Percentage
Good	51	69.9%
Poor	0	0%
Average	18	24.7%
Excellent	4	5.5%
Total	73	100%

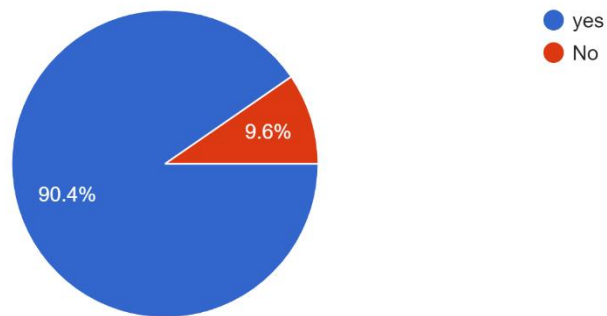
Interpretation

69.9% of the respondents identified their sugar is good, 0%.of them said poor quality,24.7% of them identified average quality and 5.5%of them identified excellent quality

Chart 4.7

Is the cost is affordable?

73 responses



Inference

Majority of 66% of respondents get sugars with affordable cost

[7] Cost affordability checking

Table 4.7

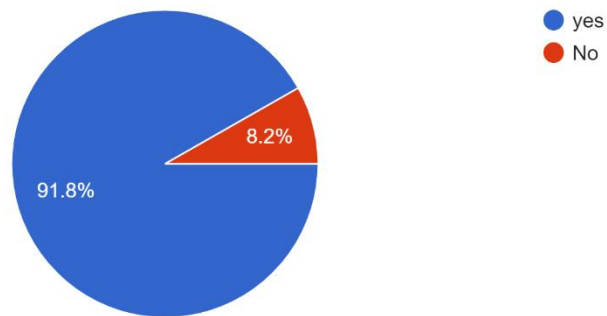
Affordable cost	No of respondents	Percentage
Yes	66	90.4%
No	7	9.6%
Total	73	100%

Interpretation

In this table, 90.4% of the respondents verified that cost is affordable for them and 9.6% of the respondents are not satisfied with their cost of sugar

Chart 4.8

Is the sugar clean?
73 responses



Inference

Majority of 67% of the respondents get clean sugars

[8] Checking sugar cleanliness

Table 4.8

Clean sugar	No of respondents	Percentage
Yes	67	91.8%
No	6	8.2%
Total	73	100%

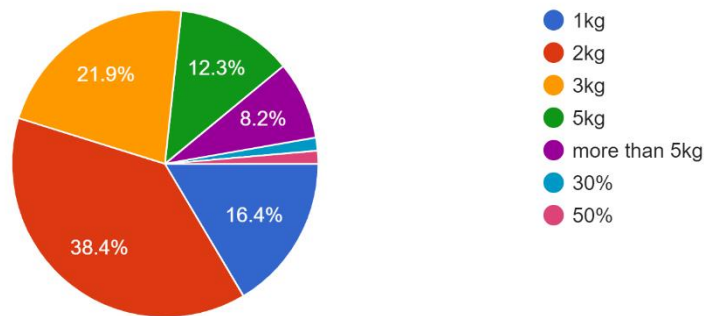
Interpretation

From this table, 91.8% of the respondents get clean sugars and 8.2% of people of my respondents won't get clean sugar on their area

Chart 4.9

How much sugar in your family consumes in one month?

73 responses



Inference

Majority of 28% of the respondents said that their family consumes 2kg sugar in a month.

[9] Gathering information about sugar consuming in home.

Table 4.9

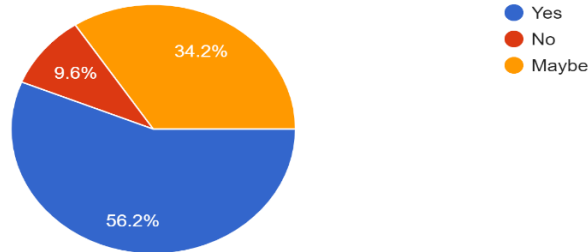
Factors	No of respondents	Percentage
1kg	12	16.9%
2kg	28	39.4%
3kg	16	22.5%
5kg	9	12.7%
More than 5kg	6	8.5%
Total	73	100%

Interpretation

From this table, 16.9% of the respondents use 1kg of sugar in a month, 39.4% of them use 2kgs per month, 22.5% of them use 3kgs per month, 12.7% of them use 5kgs per month and 8.5% of them uses more than 5kg of sugar.

Chart 4.10

Will you recommend it to your neighbours?
73 responses



Inference

Majority of 41% of the respondents said that they will inform to their neighbours .

[10] Sharing with neighbours.

Table 4.10

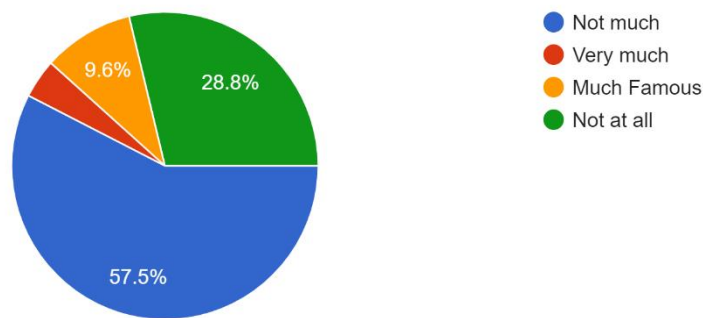
Factors	No of respondents	Percentage
Yes	41	56.2%
No	7	9.6%
May be	25	34.2%
Total	73	100%

Interpretation

From this table, 56.2% of the Respondents said that they will share information about sugar, 9.6% said no for sharing and 34.2% of them said they might think of sharing.

Chart 4.11

How famous is KS sugar packets in your area?
73 responses



Inference

Majority of 42% of the respondents said that KS sugar packets are not much famous in their area.

[11] checking of how famous KS sugar packets are .

Table 4.11

Factors	No of respondents	Percentage
Not much	42	57.5%
Very much	3	4.1%
Much famous	7	9.6%

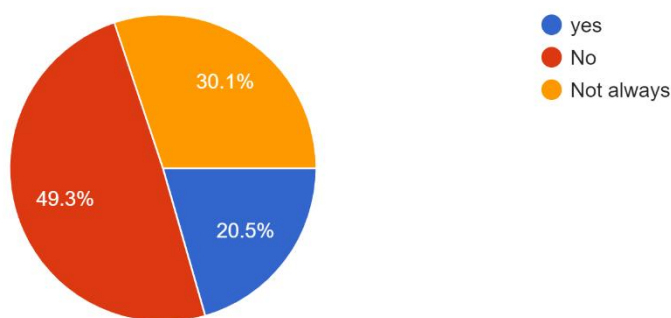
Not at all	21	28.8%
Total	73	100%

Interpretation

From this table, 57.5% of the respondents had fought that KS sugar packets are not much famous in their area, 4.1% of them said that KS sugar packets are very much famous, 9.6% of them said not much famous and 28.8 of them said Not at all famous

Chart no 4.12

Are KS sugar packets available in the market ?
73 responses



Inference

Majority of 36% of the respondents said that they can't occupy the sugar packets

[12] Availability of sugar packets

Table 4.12

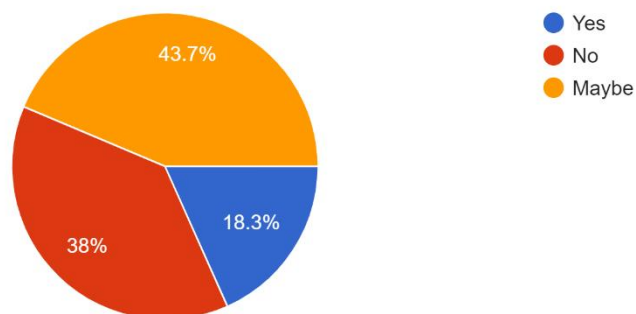
Factors	No of respondents	Percentage
Yes	15	20.5%
No	36	49.3%
Not always	22	30.1%
Total	73	100%

Interpretation

From this table, 20.5% of the respondents are getting KS sugar packets, 49.3 % of them are not getting it and 30.1% of them don't get regularly

Chart 4.13

would you continue to buy Ks sugar packets if its prices rise up to 10%
71 responses



Inference

Majority of 31% of the respondents said that they might think of buying KS sugar packets on the increment of prices.

[13] Increment of prices up to 10%.

Table 4.13

Factors	No of respondents	Percentage
Yes	13	18.3%
No	27	38%
May be	31	43.7%
Total	71	100%

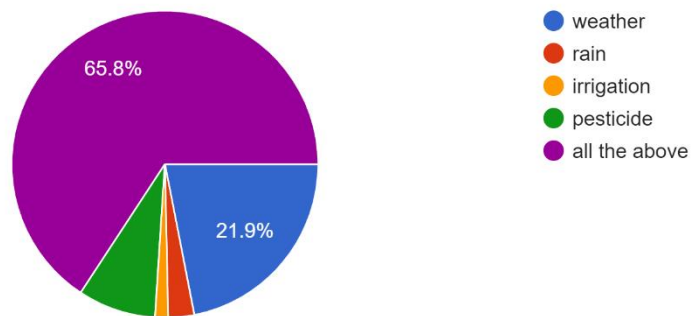
Interpretation

From this table, 18.3% of the respondents would buy after increment ,38%of them won't buy at all and 43.7% might think of buying

Chart 4.14

Most important factors affecting the production of sugarcane?

73 responses



Inference

Majority of 48% of the respondents said that production of sugar can affect in all the above factors

[14] Affection of sugar in different climatic changes

Table 4.14

Factors	No of respondents	Percentage
Weather	16	21.9%
Rain	2	2.7%
Irrigation	1	1.4%
Pesticide	6	8.2%
All the above	48	65.8%
Total	100	100%

Interpretation

From this table 21.9% of the respondents said it will affect in weather condition, 2.7% of them told in rain condition, 1.4% of them told in irrigation condition, 8.2% of them told in pesticide condition and 65.8% of them told it will affect in all the above conditions

CHAPTER 5

FINDINGS, LIMITATIONS, SUGGESTIONS & CONCLUSIONS

From the questionnaire, the following points are found and noted:

5.1 Findings

1. Regardless of the way that there is unmistakable grouping of Sugar Cane yet 73% of the respondents from the people and are mostly aged between 19 and 20.
2. From the review of graph 2 we have known that all the customers came under student category.
3. Gender responses indicates that 58.9% female and 41.1% male.
4. From the responses we guided that 56% of my customer preferred to get sugar from the supermarket and 38% from the local general stores ,but not from the big bazaar or through online.
5. From the customer field ,69% have felt that the quality /variety of the sugar from where they used to buy is good, and 24% have felt that their sugar quality is average.
6. From the customer section , 90% have said that they can afford sugar packets with ease and 10% can't afford themselves
7. 91% of customer get the sugar as clean and hygiene and 9% didn't felt their sugar they buy are clean.

8. From the responses guide ,38% of customers family consume 2 kg of sugar in their home,21% consumes 3kg,12% consumes 5kg of sugars, and 8% consumes more than 5kg of sugars in their home
9. 18% of customer would buy their sugar instead of rising in prices up to 10% ,and 38% will not buy at all , and 43% majority of them shall think of buying a sugar packet when the price will rise to some extent.
10. In the production of sugarcane 66% of customer said that it could affect in all conditions, whether in weather or rain or irrigation or in pesticide

SUGGESTIONS

- The industry can give planning office to Customers to the age of sugar stick
- The industry can offer higher rates of sugar stick.
- The industry can add latest advancement to improve the recovery of sugar stick.
- The business can grow the measure of cash related help given to the Customers.
- The industry can supply pesticide for the age of sugar stick to Customers at more concessional rate.
- The direct of the laborers of the business with the Customers should be better.

LIMITATIONS

- The investigation was constrained to a particular number of respondents, which did not cover the entire populace, so this can't be an aggregate feeling of the considerable number of Customers.
- It was directed just for one month and it is a period bound examination and the profundity investigation is restricted.
- As it was a period bound examination, the scope of data in discovering the Customer fulfillment is constrained by various inquiries

CONCLUSION

- A point by point consider has been coordinated to recognize the satisfaction of the Customers towards Sugar Mill Industry, KPR. The examination revealed the distinctive parts of Customers satisfaction from the point by point contemplates drove, it is obviously appreciated that there is a prompt association between Customers satisfaction and riding execution of Sugar Mill Industry, KPR. The examination reveals about the satisfaction of the Customers towards Sugar1Mill Industry, KPR and the factors that affect satisfaction.