



# A STUDY ON CUSTOMER SATISFACTION LEVEL TOWARDS DIFFERENT ATTRIBUTES OF STREET VENDORS IN COIMBATORE CITY

**\*\*Dr.A.PRIYA, Assistant Professor, Department of B.Com(C.A), Kongunadu Arts & Science College,  
Coimbatore -641029, TamilNadu, India.**

**\* MEENACHIL.T, Ph.D. Research scholar, Kongunadu Arts & Science College, Coimbatore-641029,  
TamilNadu, India.**

## Abstract

This study is leveled at consumer satisfaction and ever- increasing globalization of services and brands services orientients businesses need to attend to the satisfaction of their customer attitudes in the street vendors implication of interest in buying repeated products .This study done at 100 People consumer who make a purchase product the researcher a result shows that all three variable are more important that is product, quality and in location of Economic activity has important in customer satisfaction. The study reveals simple average method ranking method chi-square using to analyzing satisfaction with the street vendors services and satisfaction with the services setting the various perception price has not affected the consumer needs customer satisfaction has a significant to interest to buying the consumer products

Key words: buying behaviors, price, quality of product, level of satisfaction, economic activity

## INTRODUCTION

Customers are the king and without satisfying their needs none can exist in the corporate competitive world. Customer satisfaction has most important once customer will satisfy the products its create big boom of the markets customer satisfaction defined has “ the number of customers, or percentage of total customers, whose reported experiences with a firm its products, or its services (rating) exceeding specified satisfaction goals”

- ✓ The value customer's places on the products compared to another may be a better indication of customer loyalty
- ✓ Customer satisfaction should not be viewed in a vacuum
- ✓ For example: a customer may be satisfied with a product or services and therefore rate the product or services highly in a survey and yet same customer may buy another products

#### Customer perception of quality

- Performance
- Price
- Warranty
- Service
- Reputation
- Features
- Trust

#### Advantages of customer satisfaction

**Up to date feedback:** gather current customer feedback on various aspects of your products we can stay on top of customer trends through regularly online surveys or email surveys and receive instant customer feedback

**Show that you care:** customer likes to be asked for their feedback it gives customer optimum values them

Street Vendors providing social security's and live hoods Rights. More than Ten Thousand Millions of Street Vendors in India. Most of cities like Mumbai, Delhi, and Kolkata having the highest population of Street Vendors. Street Vendors a person who sells goods to the Customers without having a permanently built structure they have a surviving mobile stall. They playing an important role in urban economy they sell the product in the road side and maintain a road clean and based on income they run the family and purchase the goods for sell the products and received the permission for the government to continue the business.

Street vendors are the "Unorganized India Inc." That creates millions of job opportunities for unemployment youth informal sectors they are many unemployment are increased to observe more labour. But Informal sector economic activities become reduces the unemployment peoples are saved In 2016 the central statistical agency released in census, to conducted in every ten years they taking maximum number of non-agriculture business reached 26.7 million because of Street vendors. The Main Intension of Street Vendors is to make profit competing to show the

quality of goods and service they offer. Its developing their own creativity innovation is needed to order continues to obtain the needs and wants of customers. Customer Satisfaction follow the person feeling pleasures

or disappointment that someone appear after comparing the performance of products and expectations Here I am taking Survey about customer satisfaction level of the street vendors and collecting the feedback for future development

Objectives of the Study:

1. To find out the satisfaction level of the customer for street vendors
2. To know the particular reason for which customer purchase the street vendor product
3. To find the consumer satisfaction level for the service provided by the street vendors
4. To identify the major constancies faces the vendors problem while operating their business

Statement of the problem

Street vendors provide affordable sources of for most people especially low- income people. Developing country, most street vendors occur in poor hygiene, lack of adequate water and lack of suitable places. Street storage facilities do not have adequate cleaning facilities everywhere .most people use the street shops regardless of income but the main problem insecurity health consciousness, environmental foods safety trust about the products and prices

Limitation of Study:

- ✓ The study is based on reference of Coimbatore district
- ✓ The study is based on consumer satisfaction level of street vendors
- ✓ Data collected is fully based on primary data given by the respond
- ✓ To taking a survey 100 percent there is a limited response only

**Research Methodology:**

The research methodology is the ways to solve the research problem systematically in this study we study about various steps are adopted by the research as researcher problem behind them:

**Sources of data:**

The study consists of both primary and secondary data. Primary data is the fresh hand information and it is collect through the questionnaire secondary data were the data is already available and it is already published one. The data were collected from books journals magazines websites etc....;

### Sample size

The sample size is consist of 100 respondents from the Coimbatore city the respondents from the different variables such as age occupations gender marital status family size qualification and saving

### Area of study

The survey is conducted in the Coimbatore city with 100 respondents

### Sampling tools:

The data has collected the questionnaires'

1. Simple average method
2. Ranking method
3. Chi-square



### Review of Literature

According to Kotler & Keller (2009), a buyer goes through five stages while making a decision to purchase. These stages are best explainable when a buyer goes for buying costly items, such as a house, a car, diamond jeweler etc. However, in day- to- day purchase, consumers may not go through all these stages, since some commodes do not need information, and based on buyer's previous experience they will visit a store

A range of personal, social, and environmental factors influence food handlers practices and that these factors need to be addressed in order to change food handlers' behavior (Gul, 2012). Consumers could be a great for changing vendors' behavior that is a vector of various contaminations (Barro et.al.2007).

Hands can be an important vehicle for transmitting microorganism to food due to poor personal hygiene (Tan, 2013). Poor hand washing practices of the food handlers often contribute to food borne-illness outbreaks and it shows that improvement of food handler's hand washing practices is needed (Gul, 2012).

The facility-wide considerations such as the proper hand washing, the exclusion of illfood handlers, the prevention of bare-hand contact with foods, the proper cleaning of all foodcontact-surfaces are important in order to prevent contamination in food production (FDA, 2006). Consumers attracted by convenience and low prices may overlook aspects of hygiene or sanitation or may lack of the understanding of proper practices and the potential for foodborne illness (Winarno and Allain, 1991).

Regulator or authority has a vital, multi-faceted role in consumer protection, although the ultimate responsibility of food safety lies on food producers (FDA, 2006). The role of consumer becomes prominent as an active group by taking part in risk communication of risk governance framework that formally institutes stakeholder consultation and dialogue through a transparent and accountable process (Cope and Fewer, 2010).

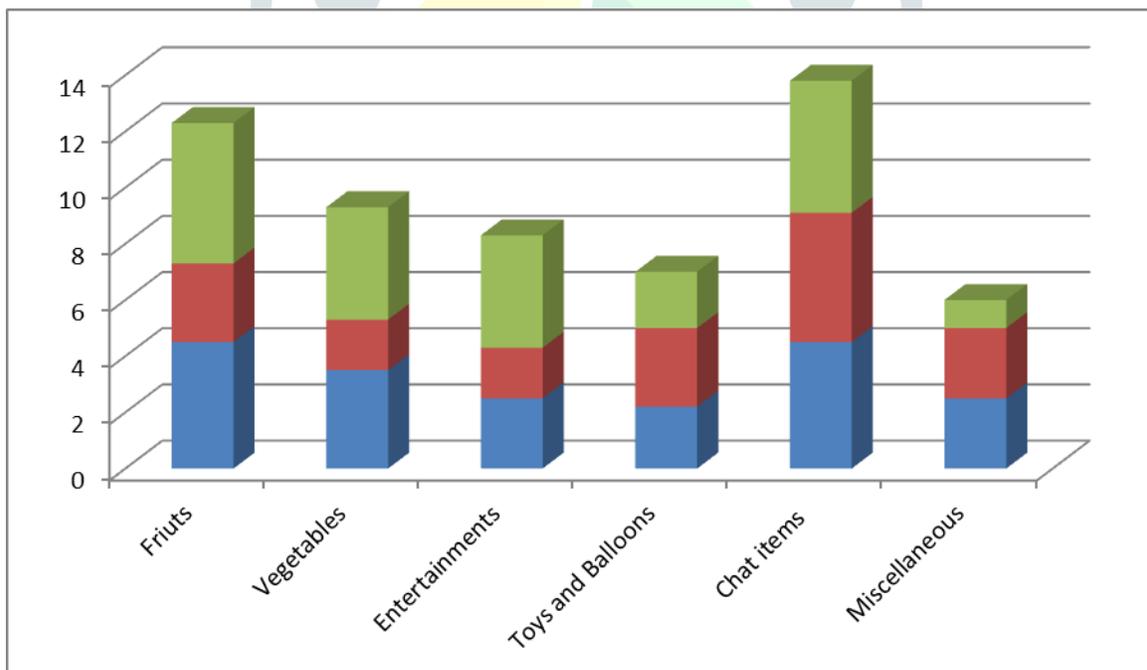
**ANALYSIS AND INTERPRETATION**

PRODUCT	RESPONDENTS	PERCENTAGE
Fruits	25	30.0
vegetables	20	20.9
Entertainments	14	12.7
Toys and balloon's	9	10.0
Chat item	26	40.0
Miscellaneous	6	5.5
TOTAL	100	100

Analysis and interpretation brings out the meaning of the data collected. Interpretation is not just the repetition of the data in the table; it is drawing inferences, insights and relationships between the variables. In this chapter, the data collected through the questionnaire is analyzed and inferences are drawn with the help of the tables and chart

**THE CONSUMERS PREFER MOST ABOUT STREET VENDOR PRODUCTS**

1 Table shows the consumers prefer most about street vendor products

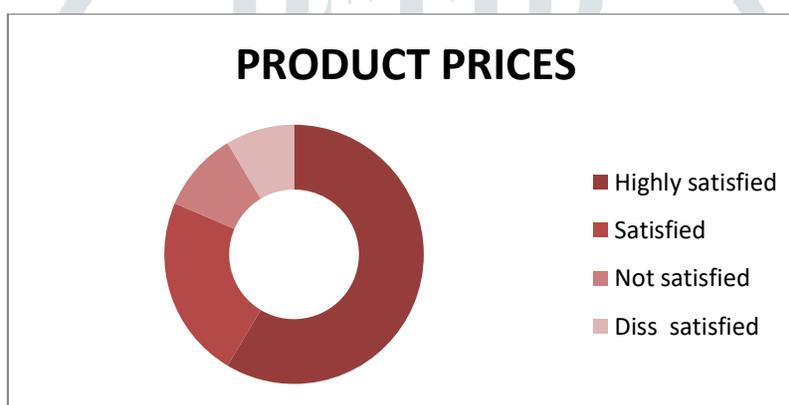
**INTERPRETATION**

The data has collected in the study of six categories highest number of respondents says chat items and lowest number of respondent's has come under miscellaneous expenses

## THE EFFECT OF PRICES ON CUSTOMER SATISFACTION

2 Table shows the effect of prices on customer satisfaction

Occupation	Highly satisfied	Satisfied	Not satisfied	Dis satisfied	TOTAL
Students	3	1	9	6	19
House wife	14	4	6	4	28
Workers	4	12	7	6	29
Business profession	1	4	18	1	24
Total	22	21	40	17	100



### INTERPRETATION

The above tables shows housewife are highly satisfied the price of the product workers are less satisfied the price of the products and students and business profession are not satisfied the price of the product

### CHISQUARE

Relationship between occupation of the respondents and satisfaction level of products quality

Occupation	Highly satisfied	Satisfied	Not satisfied	Dis satisfied	Total
Students	6	1	3	1	11
House wife	14	4	4	4	26
Employed	18	12	6	9	45
Business profession	7	4	1	6	18
Total	46	21	14	20	100

$$\text{Degree of freedom} = (r-1)*(c-1)$$

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

$$\text{Test result} = 3*3=9$$

Degree of freedom	Calculated Value	Table value	Accepted / Rejected
9	67.3906	16.919	REJECTED

Chi-square analysis on the Relationship between occupation of the respondents and satisfaction level of products quality

Ho: there is no relationship between occupation of the respondents and satisfaction level of products quality

H1 : there is relationship between to buy the products in various departments store or online shopping

$$X^2 = (o-e)^2/e=67.3906$$

The table value for 9 degree of freedom at 5% level of significant is 16.92 here is null hypothesis is rejected and alternative hypothesis is accepted

### STREET VENDORS RANKING

Ranking of the street vendors services

S no	Ranking of the services	Total score	Rank
1	convenience	30	1
2	Choice of availability of products	20	2
3	Online payment mode	17	3
4	Quality	15	4
5	Safe and secure	10	5
6	Maintains of product	8	6

### Interpretation

The above table represents the ranking gives by the respondent majority of people says services of street vendors is convenience, Second s people optimum is choice of availability of products, the Respondent of people ranks third is online payment mode, The people categorized Ranks Fourth is quality , and the people Respondent Ranks fifth is safe and secure, at last people the Ranks Sixth is maintains of products

## Findings

- Majority (30 %) of the respondents prefer the food items
- Majority (16%) of respondents are housewife they are highly satisfied the price of the products
- Here chi-square tools

Ho: there is no relationship between occupation of the respondents and satisfaction level of products quality

H1 : there is relationship between to buy the products in various departments store or online shopping

- Ranking method

From the above table it is cleared that convenient in the first.

## Suggestion

- ✓ Measure customer satisfaction regularly
- ✓ Government modify the law of street vendors place to work without hampering either traffic or people
- ✓ All mobile vendors to move around freely
- ✓ To increase the economic activity and output speed

## Conclusion

Customer has buying products to satisfy their own needs and wants. In street vendor's products have more convenient and best to purchase. In based on price level quality, payment option everything will be satisfied to the customers The street vendors products give s loyalty to the customer .they needs to take serious efforts to make itself competitive and stable in the dynamic marketing situation by forcing on the services quality aspects