CUSTOMER SATISFICATION REFERENCE TO LUCKY HARDWARE IN AYYAMPETTAI

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ABSTRACT

Now a days retailhardware business playing a big role on every peoples life and also it need a more satisfaction among customers it is more essential for not only customers and also retailers this research all about the customer satisfaction about hardware retail shops in lucky hardware ayyampettai and data collected from 40 respondents.

Keywords: Customer Satisfaction, ANOVA

1. INTRODUCTION

In today's business environment customers satisfaction play a key role to develop the business successfully. A successful business can be attained through satisfy the customers and loyalty towards the customer. It is important to identify the factors to attract customer in order to gain business. Hardware is important for today's technological improvement since more hardware companies are evolving it is essential to maintain the standard. The research is based on to identify the customer satisfaction level in lucky hardware which located in Ayyampettai.

2. LITERATUE REVIEW

Patrick F Makay, Derek R Aver (2011), stated that the key factors for business output were came only from customer satisfaction and it creates diversity among the organization.

Surabhi Singh, RenuArora (2011), explained that employees attitude towards customer is important for customer satisfaction.

Om Prakash Yadav, Parveen S Goel (2008), study reveals that quality of a product is key factor and it play main role to satisfy customer.

Ruth N Bolton, N Lemon (1999), found that price of a product is essential one and it is main thing for customer satisfaction.

Yooncheong Cho, Roxanne Hiltz (2002), stated that e-businesses need to develop better means of delivering product to satisfy the customer.

3.RESEARCH METHODOLOGY

- Area of Research: Ayyampettai Area
- Primary data was collected by using a questionnaire.
- Using random sampling method 100 customers of lucky hardware were selected.
- Sample size: The total respondent was 40 among the population of ayyampettai in Thanjavur area.

HYPOTHESIS:

H0: There is significant relationship between attaining the customer satisfaction and lucky hardware.
H1: There is No significant relationship between attaining the customer satisfaction and lucky hardware.

4. DATA ANALSIS TOOLS AND RESPONDENTS:

Data analysis tools was ANOVA : Single factor.

TABLE: 4.1. MEAN VALUE TABLE

VARIABLES	SD	D	N	A	SA
Staffs are friendly helpful and knowleadgeable.	6	11	5	10	8
Transaction completed quickly and accurately.	4	4	7	19	6
Like the quality of the products.	4	6	4	17	9
Enjoy the selections of the products.	4	2	8	19	7
Found all the adverstised items in stock.	3	5	14	15	3
Store working hours are convenient to me	9	5	8	14	4
Easily found when need.	2	7	8	15	5
Prices are fair in the shop.	5	7	8	15	5
Parking facility is convenient.	4	14	6	12	4
Shopping environment clean and attractive.	5	6	10	10	9
MEAN	4.6	6.7	7.8	14.6	6

The table 4.1, shows that the obtained were analysed in mean value and most of the respondents accepted in strongly agree and agree by questionnaire. It is clearly showed that the mean score 14.6 is higher on "AGREE" followed by mean score 7.8 on "NEUTRAL". From this I analysed that there is No significant relationship between attaining the customer satisfaction and lucky hardware.

TABLE: 4.2. ANOVA TABLE

Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	0	9	0	0	1	2.124029
Within Groups	946	40	23.65			
Total	946	49				

The above table 4.2, showed that the calculated value is less than the table table value. The p value is 1. Therefore, we accept the null hypothesis (H0) and reject the alternate hypothesis (H1).

5. CONCLUSION

In Ayyampettai there are many people satisfied with the lucky hardware many customers like the quality of the products and also lucky hardware is morale their customers moreover their pricing strategy good among the customers.

6. REFERENCE

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