SYNOPSIS

A STUDY ON THE LEVEL OF CUSTOMER SATISFACTION TOWARDS AMAZON.IN

Abstract

The rapid development of the internet has strongly impact upon the worldwide marketing environment. Currently it has become one of the popular approaches for business and customer to perform trade over the internet. Businesses have been coming up with creative ways to promote their product via online

Thus it describes how modern market is replacing the traditional markets. This study is take in place to identify the factors that may influence customer's online shopping satisfaction. Generally, the success of online shopping essentially depends on the customer satisfaction during their purchase

<u>INTRODUCTION</u>

The Internet, as a mean for both firms and individuals to conduct business, is nowadays one of the most widely used non-store formats.With popular trends and demands the concept of the Internet as the way forward to increase profit margins, companies new and old are creating websites here and there. The significance for retailers to having a web site is that a web site is informational and transactional in nature, as the web site can be used for advertising and direct marketing; sales; customer support and public relations.It has been more than a decade since business-to-consumer E-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behavior in cyberspace.

Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback andalso to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business.

A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image. Branding is when that idea or image is marketed so that it is recognizable by more and more people, and identified with a certain service or product when there are many other companies offering the same service or product. Advertising professionals work on branding not only to build brand recognition, but also to build good reputations and a set of standards to which the company should strive to maintain or surpass. Branding is an important part of Internet commerce, as branding allows companies to build their reputations as well as expand beyond the original product and service, and add to the revenue generated by the original brand. Initially, Branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot iron stamp, and was subsequently used in business, marketing and advertising.

OBJECTIVE OF THE STUDY

- To study the level of Customer Satisfaction towards AMAZON.IN in Hyderabad City
- To Study the Customer Preference Towards Online Shopping in Hyderabad City.
- To study the Consumer buying behavior towards online shopping in Hyderabad city
- To find out the customer satisfaction from online shopping.
- To propose suitable suggestions for enhancing consumers satisfaction
- Through online shopping
- •To show the benefits of online shopping

NEED OF THE STUDY

Factors of customer satisfaction service of quality reliability of service knowledge of the staff Being kept informed of progress The way service kept its promises The way the service handled any problem Friendliness of staff y How sympathetic staff were to your needs Speed of enquiries Number of time had to contact the service.

RESEARCH METHODOLOGY

Research Design

A research design is a type of blueprint prepared depending on various types of blueprints available for the collection, measurement and analysis of data. A research design calls for developing the most efficient plan of gathering the needed information. The design of the research study is based on the purpose of the study.

"Research means different things to different people" and the intention behind it are to investigate innumerable data, theories, experiences, concepts and law. "The procedural framework within which the research is conducted" is the definition of research methodology. The two broad and distinct approaches to social research cover the Quantitative and Qualitative methods of enquiry.

The quantitative paradigm on the other hand intends to gain a deeper understanding, knowledge and insight into a particular situation or phenomenon, by providing answers to questions of 'how?' rather than 'what?'. Unlike qualitative research which occurs in natural settings, quantitative research is where hypotheses are established.

Data collection

The data required for understanding will be collected from various online customers. In order to conduct the study digital survey was conducted through facebook and e-mail. And those responses are collected in a spreadsheet and further analysis was done.

The data collection method in this particular research comprises of two forms: namely primary and secondary data. One needs to be careful while using secondary data as maybe the collected data may be biased as the collector of that original data might have highlighted only a partial picture or another aspect may be that data may be quite old and also the data quality could be unknown.

Primary data

"Data collected specifically for the research project undertaken" is the definition of primary research as provided by Saunders et.al (2003: pp. 486).

Primary data is generally originated by any researcher to address any specific problem or issue at hand, where the only drawback is that it can be expensive and time-consuming. The various ways of gathering primary data is through surveys, focus group and observations.

In this study, the primary data is collected through well-formed questionnaire with the help of a digital survey. The questionnaire consists of quantitative and qualitative multiple choice questions and the respondents are asked to choose the one choice which suits them the best amongst the multiple choices.

Secondary Data

Prerequisite to the collection of primary data is a careful scrutiny of the existing secondary data (Malhotra, 2005). The Data that is collected from existing journals, reports and statistics from private and public institutions are called Secondary data. For this specific study the collection of secondary data was done primarily from marketing journals already available on this topic. Secondary data helps the author to comprehend the perception of Indian consumers on online shopping.

Thus the study carried out has analyzed the primary data with the rationale and validation of the present secondary data.

Sample technique

Choosing a study sample is an important step in any research project since it is rarely efficient, practical, or ethical to study whole populations. In this study the sampling strategy used is convenient sampling. **The sample size is 100**. A small part of something intended as representative of the whole, or a subset of a population. In this research simple random sampling is being used.

Data collection

The data collection would be:

PRIMARY DATA: Questionnaire

SECONDARY DATA: Journals, Internet, newspaper etc.

Sample design

Online customers of Hyderabad city are included under this research and tell their satisfaction level.

Data source

Both Primary and Secondary source of data would be used .The major type of information is used from primary data.

LIMITATIONS OF THE STUDY

The problem faced during the research and after the data collection were

1) <u>Time constraint</u>- since the time span for the thesis was only three months an in depth study and analysis became a little difficult.

2) <u>Sample size</u>- the sample size of the study is only 100 which do not give a comprehensive result. The conclusion of the study may not have resulted to an accurate outcome due to the sample size being small.

3) <u>Bound to only Hyderabad</u>- the other limitation of the study was it was limited to only the Hyderabad which constitutes of a different set of samples. The buying behavior of an individual varies from place to place. It is considered that the area between Hyderabad to Secunderabad has an affluent set of families hence their buying behavior towards online shopping be different from the samples that stay beyond Hyderabad

4) <u>Questions left blank</u>- certain question have been left blank which does not allow an accurate analysis.

CHAPTERISATION

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CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

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CUSTOMER SATISFACTION OF AMUL DAIRY PRODUCTS

ABSTRACT

Customer satisfaction a business term is measure of how products and services supplied by a company meat or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspective of a balanced scorecard. Every human being is a consumer of different produces. If there is no consumer, there is no business. Therefore, customer satisfaction is very important to evary business person.

INTRODUCTION

Customer satisfaction means is a person's feeling of pleasure or disappointment resulting from comparing a products perceived performance in relation to his or her expectation.

If the performance is false short of expectation then customer is dissatisfied. If the performance matches the expectations the customary satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted.

The link between the customer satisfaction and customer loyalty is not proportional suppose customer satisfaction is rated on a sale from one to five:

1. At a very low level of customer satisfaction, customers are likely to abandon the company and event bad – mouth it.
2. At levels two to four customers are fairly satisfied but still find it easy to switch when a better offers comes along.
3. At level five the customer is very likely to re purchase and even spread good word of mouth about the company.

High satisfaction or delight creates an emotional bond with the brand or company not just a rational preference. Xeroxes senior management found out that its "completely satisfied" customers are six times more likely to repurchase the Xerox products over the following eighteen months then its "very satisfied" customers.

IDENTIFIED PROBLEM FOR THE STUDY

First Step in marketing research is clearly state the problem statement, which is stating the management dilemma, its background, its consequences and the resulting management question.

Past and presently every organization focus on the customer's feedback, because Customer's feedback it is most important and easy way to increase business. After the get feedback we know what the problem of our customer. On that basis we try to solve their problem and increase business. After the get feedback we know what is their problem? May be we know customer Problem regarding price, Quality, Quantity, Packing Size, Freshness of product, availability of product, Purchase place, Behavior of Dealer as well as retailer ,any complain etc. and should try to this problem. And know what is customer actually wanted?

In my Research study my topic is **CUSTOMER SATISFACTION OF AMUL DAILY PRODUCTS.**

NEED FOR STUDY

Consumer behavior can be said to be the study of how individual make decision on how to spend their available resources (time, money, effort) on various consumption related items. This simple definition of consumer behavior tells the markets to resolve every activity around the ultimate consumers & gauge their behavior by specially focusing on:

> ➢ Who buys products or services?
> ➢ How do they buy products or services?
> ➢ Where do they buy them?
> ➢ How often they buy them?
> ➢ Why do they buy them?

➢ How often they use them?

These questions will help in understanding better what factors influences the decision making process of the customers. The decision making process identifies the number of people who are involve in this process & describes a role to them like users, decides, influences & buyers.

It is believed that consumers or customers make purchase decision on the basis of receipt of a small number of selectivity chosen pieces of information. Thus it will be very important to understand what & how mush them to evaluate the goods & services offerings.

OBJECTIVES OF THE STUDY

1. To study an organization in order to know and understand their business practices, culture and values.
2. To learn various aspects of a market research and associate them with the observed organization.
3. To know about the organization's performance in a sample area and its growth and development.
4. To have a fair idea of the rate of customer satisfaction with respect to the observed organization.
5. To generate ideas for improvement in order to support the products and services offered by the organization.
6. To know the relationship of sales with the advertisement.

7. To know the preference of **Amul Dairy Products** with comparison to other competitive brands.

RESEARCH METHODOLOGY

RESEARCH PROBLEM

> ➢ Seek the general perception of consumer towards **Amul Milk.**
>
> ➢ To know the consumer psyche and their behavior towards **Amul Milk** .

Information requirement

- First, I had to know about all the competitors present in the Milk segment (Reputed and well established brands as well as Local brands).

- Before going for the survey I had to know the comparative packs and prices of all the competitors existing in the market.

- Since Milk is a product that used daily hence I had to trace the market and segment it,which mainly deals with people of various age groups.

- The main information needed is the various types of brands available in the market, their calorific value and various other facts.

- As Amul milk advertisements are mainly done through hoardings but on television the advertisement is being telecasted timely and on the proper time or not.

MARKET RESEARCH

Various authors have defined it in different way. Research starts with the question or problem. Its purpose is to find out answer to question through the application or scientific method. It is systematic and intensive study directed to word a more complete knowledge of the subject study. Research can be classified in to two broad categories.

  a. **Basic research**

  b. **Applied research**

Market research is systemic and objective study of problems relating to the market of goods and services. It may be emphasized that is not restricted to many particular area of marketing. But it is applicable to all phase of aspect.

Marketing research is a key of education of successful marketing stretchy of programmed research is used to study competition and analyses the competitors product positioning and how to gain competitive advance stage. It is also an importance tools to study consumer opinion.

"The systematic and objective search for an analysis so information relevant to the identification and solution of any problems in the field marketing"

Marketing research is the systematic design collection and reporting of data and finding relevant to a specific marketing situation facing the company.

❖ RESEARCH DESIGN

Research Design is the plan, structure, and strategy of investigation conceived so as to obtained answers to research questions and to control variance.

The definition consists of three importance term plan structure & strategy.

TYPE OF RESEARCH

1) Exploratory research
2) Descriptive research
3) Causative research

On the context of my topic consumer's opinion survey, I had selected descriptive research.

Descriptive research:-

Descriptive research is carried out to descriptive a phenomenon or market. characteristics of the target market is a descriptive research continuing the above example of services quality are search done on now customer evaluating the quality of competitive services institution can be considered as an example of descriptive research. Generally descriptive research is carried out only when the researcher understand be phenomena or opinions characteristics.

Descriptive study can be divided in to two broad categories cross sectional & longitudinal of the two, the former types of study is more frequently used.

Cross classification has two methods to research.

1) Cross field
2) Survey

❖ SOURCES OF DATA

There are two types of sources of gathering marketing information namely primary sources and secondary sources.

Primary data:

The primary data are those, which are collected fresh and for the first time,   and thus happen to be original in character. Here I have collected the primary data through survey of customer who use products of Amul through questionnaire.

Secondary data:

The secondary data are those which have already been collected by somewhere else and which have already been passed through the statistical process.

❖ RESEARCH APPROACH

Primary data can be collected in the ways observation, focus group research survey and experimental research. In my marketing research survey I had collected primary data through survey research.

Survey best suited for descriptive research and it is only concerned with getting practical knowledge. I had undertaken survey to learn about people's knowledge, beliefs, preference and satisfaction of Amul, Hyderabad and Banas dairy products.

❖ RESEARCH INSTRUMENT

Marketing research has choice of two main research instruments in collecting primary data; questionnaire and mechanical devices. In my marketing research survey I have used a questionnaire for collecting data.

A questionnaire consists of a set of questions presented to respondents for their answers. The questionnaire is the most common instrument used to collect primary data. A questionnaire consists

of two types of questions close ended and open-ended questions. Close-ended questions refer to provide two or more possible alternatives to the respondent. And the open-ended questions allow the respondents to answer in their own words. In my marketing research I have used both types of questions in questionnaire.

RESEARCH DESIGN

A Research design specifies the methods and procedures for conducting a particular study. It is a map (or) blue print to which the research is to be conducted. Descriptive research design has been considered as a suitable methodology for present study and for data analysis.

❖ **PLACES OF STUDY**

The study was conducted at the outlets, stores and eateries in the following commercial areas of Hyderabad.

- Civil Lines
- Katra Bazaar
- Makronia
- Sadar

❖ **TOOLS FOR ANALYSIS**

Quantitative analysis is performed using the data collected at each outlet to estimate the presence of Amul milk.

Sampling

1. Sampling Design : Non probability sampling

(A non probability sampling technique is

that in which each element in the

population does not have an equal

chance of getting selected)

2. Sample Unit : People who buy milk in retail outlets, superstores, etc

3. Sample size   :   100 respondents (Age ranging   between **18**yrs to **65**yrs)

4. Method   :   Primary data collection through questionnaire.

5. Data analysis method   :   Graphical method and percentage analysis.

      6. Area of survey   :   Hyderabad City.

SCOPE OF THE STUDY

The study can help the company to study the following:

1.   This study give s cheer information about consumer preferences on different brands of dairy milk.

2.   This study gives information about consumer awareness on Amul Dairy.

3.   This study gives information about to determine the brand leaders in Hyderabad city.

4.   The study is useful to know the consumer preference and their reasons to prefer and not to prefer Amul Dairy.

5.   This study is useful to amylase the price position of their choice.

6.   This study is useful to know the impact of brand advertisement on consumers.

7.   This study is useful to know the sat is faction level with different attributes of Amul Dairy.

NEED & IMPORTANCE OF THE STUDY

           Such Studies dealing with preferences of customers towards a particular brand of a superior quality goods will be immerse use to the industry as a whole. The Arrival of overall customer's preferences as well as the changes taking place in the customer preferences such a knowledge will help the organizations in determine their product one as well as promotional program. The data as collected from consumers survey to know the following-

1. To find out the consumer brand preferences.

2. To find out the consumer awareness impact of advertisement and consumer satisfaction level with respective of Amul Dairy.

3. To analyze pricing of Amul Dairy.

   The above stated reason has lead to conduct the survey about "**A study on consumer satisfaction of Amul Dairy in Hyderabad City".**

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SYNOPSIS

CUSTOMER SATISFACTION IN TELECOMUNICATION SERVICES WITH REFERANCE TO AIRTEL

ABSTRACT

Customer satisfaction is a measure of how products and services supplied by a company can meet the customer's expectations.

Customer satisfaction is still one of the single strongest predictors of customer retention. It's considerably more expensive to attract new customers than it is to keep old ones happy. In a climate of decreasing brand loyalties, understanding customer service and measuring customer satisfaction are very crucial.

There is obviously a strong link between customer satisfaction and customer retention. Customer's perception of Service and Quality of product will determine the success of the product or service in the market.

With better understanding of customers' perceptions, companies can determine the actions required to meet the customers' needs. They can identify their own strengths and weaknesses, where they stand in comparison to their competitors, chart out path future progress and improvement. Customer satisfaction measurement helps to promote an increased focus on customer outcomes and stimulate improvements in the work practices and processes used within the company.

INTRODUCTION

SERVICE:-

Service is defined as all economic activities whose output is not a physical product and is generally consumed at the time it is produced and provides added value in forms such as Convince, Comfort that are essentially intangible concerns. Services are characterized by Intangibility, Heterogeneous, Perishable, and Inseparability. There is a phenomenal growth of services and the firms need to be specialized in the services offered to satisfy customers. This requires comprehensive strategies, which can be carried through marketing strategies. This leads to the development of "Service Marketing".

We term marketing as a function by which marketing plans, promotes and deliver goods and services to the customers. In the marketing of services, the providers are expected to satisfy the users. When a customer buys a service in the service market, he buys the time, knowledge, and skills resource of the provider.

The emergency of marketing concept in respect of services is growing. Service organizations felt that applications of marketing strategies. While managing and selling the service would make possible qualitative improvements. The perception of services marketing gives emphasis on selling the services in the best interest of users.

CUSTOMER SATISFACTION

"Satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance in relations to the person's expectations". If the performance matches the expectations, the customers are satisfied; otherwise, he is an unsatisfied customer. In today's competitive environment, companies are aiming for total customer satisfaction Companies seeking to win in today's market must tract their customer's expectations, perceived company performance and customer satisfaction. For customer's expectations, perceived company performance and customer

satisfaction is both a goal and a marketing tool. Today, companies are including developing stronger bonds and loyalty with their intimate customers. They need to pay closer attention to their customer defection rate and undertake steps to reduce it. To create customer satisfaction companies must manage their value chain as well as the whole value delivery system in a customer-centered way. The company's goal is not to get customers but even more importantly, to retain customers.

Seller must assess the total customer value and total customer cost associated with each competitor offer to know how his or her own offers rates in the buyers mind. Second, the seller who is at a delivered value disadvantage has two alternatives. The seller can try to increase total customers calls for strengthening or augmenting the offer's product, services, personnel and image benefits. The latter calls for reducing the buyer's costs by reducing the Price, simplifying the ordering and delivery process, or absorbing some buyer risk by offering a warranty. Whether the buyer is satisfied after purchase depends on the offer's performance in relation to the buyer's expectations.

OBJECTIVES OF THE STUDY

As, the customer satisfaction is a complex aspect with varied dimensions, the following parameters were identified as the objectives of the study.

1) To make a profile of mobile users with regard to their occupation, income and other demographic factors.
2) To study and understand the source of awareness of a mobile along with the package that a customer is connected to.
3) To identify and analyze the level of customer satisfaction with regard to the price, coverage, clarity and the billing system.

4) To know and identify the awareness if corridor facility of the Airtel.

5) To identify different promotional methods, particularly the sales promotional methods and the advertisement strategies for promoting the Airtel.

6) To rate Airtel in relation to the VI , JIO which are the major competitors, so as to device the marketing strategies in accordance with the competitive structure.

7) To make suggestions to improve the marked ability of the AIRTEL in relation to VI , JIO.

NEED FOR THE STUDY

Communication is an integral part of human life. People communicate with each other for want of information, or to exchange ideas. This can be had in many forms utilizing various media. In olden days, people use to live together and communication process was easy, but as the days passed, people were scattered. We can have communication either through personally and if they are a part we are utilizing various services like Postal, Telephones etc. These services have become part of people and are extensively used to achieve communication objective. Among this Telephone has wide utility of communication at a faster rate. In India, basic telephone services were being.

Basic Telephone service though faster in communicating but it has no mobility. As people like businessman, executive always travel in connection with their work, need arises for them to be in touch regularly at every time. This is not possible with basic telephone services, hence cellular phones in to picture.

With the rapid development of technology, cellular phone service wide acceptance and utility among public. Government giving permission's to put cellular operations to offer cellular service in India. Many players entered in to market. Airtel services are one among them catering to the needs of public. As several other players also offering cellular services to public, now a time has come to understand the customer's views and opinion, their satisfaction level towards the services offered by Airtel services.

METHODOLOGY

Introduction:-

Research Methodology is a method to solve the research problems systematically. It guides us in conducting the research scientifically. It consists of different steps that the generally adopted by the researcher to study the research problem along with logic behind them. It is necessary for the researcher to develop certain tests Weighted Average Method, Chi-Square Test, etc. In general the application of research methodology is wider than that of research methodology. We must inform why we are using a particular method. The research methodology adapted for the present study has been systematic and was done in accordance to the objectives set which has been detailed as below:

RESEARCH – DEFINITION

Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course of action.

According to **Redman and Mory** research is defined as a ***"Systemized effort to lin new knowledge."***

RESEARCH – DESIGN

Research design is the specification of methods and procedures for acquiring the information needed to structure or to solve problem ***Research design is defined as*** "A research design is the arrangement of conditions, for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure".

SOURCES OF DATA

The two main sources of data for the present study have been primary data and secondary data.

1. Primary Data:

Primary data consists of original information collected for specific purpose. The primary data for this research study was collected through a direct survey with the viewers guided by a structured questionnaire. The questions were structured and direct as to make viewers understand easily.

2. Secondary Data:

Secondary data consists of information that already exists somewhere, having been collected for specific purpose in the study. The secondary data for this study collected from various books, company websites, and from company brochures.

DATA COLLECTION METHOD:

The methodology adopted to collect the primary data was *Interview schedule,* which includes a structured questionnaire to be given to the respondents. The respondents would be guided by the interviewer to fill the questionnaire, without revealing the purpose for which the study is being conducted to the respondents.

COLLECTION OF DATA THROUGH QUESTIONNAIRES

This method of data collection is quite popular, particularly in case of big enquires. It is being adopted by private individuals, research workers, private and public organizations and even by governments. In this method a questionnaire is sent (usually bye post) to the persons concerned with a request to answer the questions and return the questionnaire. A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms. The questionnaire is given to respondents who are expected to read and understand the questions and write down the

reply in the space meant for the purpose in the questionnaire itself. The respondents have to answer the questions on their own.

The merits claimed on behalf of this method are as follows:

1) It is free from the bias of the interviewer; answers are in respondent's own words.
2) Respondents have adequate time to give well thought out answers.
3) Respondents, who are not easily approachable, can also be reached conveniently.
4) Large samples can be made use of and thus the results can be made more dependable and reliable.

The main demerits of this system can also be listed here:

1) Low rate of return of the duly filled in questionnaires; bias due to no-response is often indeterminate.
2) It can be used only when respondents are educated and cooperating.
3) The control over questionnaire may be lost once it is given.
4) There is inbuilt inflexibility because of the difficulty of amending the approach once quest there is also the possibility of ambiguous replies or omission of replies altogether, to certain questions; interpretation of omissions is difficult.
5) It is difficult to know whether willing respondents are truly representative.

Before using this method, it is always advisable to conduct 'pilot study' (Pilot Survey) for testing the questionnaires. In a big enquiry, the significance of pilot survey is felt very much. Pilot survey is in fact the replica and rehearsal of the main survey. Such a survey, being conducted by experts, brings to the light the weakness (if any) of the questionnaires and of the survey techniques. From the experience gained in this way, improvement can be effected,

The term questionnaire refers to a self-administered process whereby the respondent himself read the questions and records his answer without the assistance of an interviewer.

STATISTICAL TOOLS

Statistical tools are to obtain finding and average information in logical sequence from the data collected. After tabulation of data, researcher used the following Quantitative techniques.

- *Percentage analysis*
- *Charts*
- *Chi - square test*
- *Interval estimation*
- *Weighted average method*

1) The survey is limited to Twin Cities (Hyderabad and Secunderabad) only. Hence the results attained by this study may not be universally applicable.

2) Due to the Time constraint and Cost involved, the sample size is limited to 280 respondents.

3) The data is collected from the opinion of the customers and any bias in their opinion will have an impact on the findings of the study.

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SYNOPSIS

TITLE: CUSTOMER SATISFACTION AT PEPSICO INDIA

Abstract:

Knowledge of customer behavior for effective marketing is very important. The salesmen must be fully aware of customers' behavior so that objectives of an organization may be obtained as well as satisfaction for customers. Marketers should understand the behavior of consumers in a specific target marker in which they intend to enter with a market mix. In fact, it is very crucial for the marketers to understand the beliefs, motives, tastes and preferences which prompt consumers to buy an offered brand. Customer behavior has a very complex and a dynamic nature. This paper strives to explore the factors which are important for purchase decision making and to assess the customer satisfaction regarding the pepsico.

INTRODUCTION TO CUSTOMER SATISFACTION

Whether the buyer is satisfied after purchase depend on the offers performance in relation to the buyer expectation. In general satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a products perceived performance relation to his/her expectations. If the performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectation customer is satisfied. If the performance exceeds the expectation the customer is highly satisfied. Customer satisfaction cannot be very difficult. After all you either satisfied with the services you receive or you are not. If you don¶t you are not. If it is that easy, then obtaining people's opinion about how satisfied they are with relatively straight forward matter- or is it?. Customer satisfaction is a marketing tool and a definite value addad benefit. It is often perceived by customers as important as the primary product or service your organisation offers. It looks at what is involved from 3 different angles, the first is from the view of an organisation wishing to understand, and measures, how satisfied its customer are with the products and services they receive from it. The second is from the perspective of a research agency that has been asked to obtain feedback from customers and about their experiences when dealing with companies. Finally it considers the issue from the perspective of consumers who participate in surveys, including both business customers and members of general public

MEANING OF CUSTOMER SATISFACTION

Customer satisfaction is a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and part of the four prospective of balanced score card. IN a competitive market place were businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy customer satisfaction drives successful private sector business. High performing businesses have developed principles and strategies for achieving customer satisfaction. This paper presents a framework or set of ideas for using customer satisfaction principles and strategies to improve the quality responsiveness, and possibility of public sector privately provided services in vulnerable communities. The framework suggested that resident who live in tough neighborhoods can be supported through customer satisfaction strategies to become empowered individuals

Who informed perspectives influence decisions about what, how, when, and where services are available to them. Customer satisfaction is the customer's response to the evaluation of the perceived discrepancy between prior expectation and the actual performance of the product as perceived after its consumption.

IMPORTANCE OF CUSTOMER SATISFACTION

IT costs at least 7 times more to source a new customer than it does to retain existing one A 'satisfied' customer tells 5-7 people in a year whilst a 'dissatisfied' customer will tell 14-15 people. Companies can boost profits anywhere from 25% to 125% by retaining a mere 5% more of their exciting customers. Totally satisfied customers were 6 times more likely to use that services and commend it than ' satisfied' customers. Customers who have a bad experience with you and do not complain are only 37% likely to still do business with you. Customers who have an opportunity to complain and the complaint is achieved are 95% likely to still do business with you.

Factors of customer satisfaction serviceof quality reliability of service knowledge of the staff Being kept informed of progress The way service kept its promises The way the service handled any problem Friendliness of staff y How sympathetic staff were to your needs Speed of enquiries Number of time had to contact the service.

Measuring customer satisfaction Organizations are increasingly interested in retaining existing customers while targeting non-customers; measuring customer satisfaction provides an indication how successful is the organisation at providing products and/or services to the market place. Customer satisfied is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviours such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer can compare the organizations products. Because satisfaction is basically a psychological state, care should be taken in effort of quantitative measurement, although a large quantity developed.

CUSTOMER SATISFACTION TOWARDS PEPSI

Satisfaction means fulfillment or gratification of need, desire or appetite. Customer satisfaction or dissatisfaction is the feeling derived by the consumer when he/she compares the product's actual performance with the performance that he/she expects of it. When the product performance matches the expected performance, the customer experience satisfaction; when it falls short of the expectation, the customer experience dissatisfaction. And when the performance exceeds expectations, the customer is highly satisfied or delighted. Customer satisfaction is a key indicator of success of an organization. Customer satisfaction can be two types which as follows:-

1. Product satisfaction
2. Service satisfaction

Customers buy goods and services to meet specific needs. When people feel a need, they are motivated to take action to fulfill it. In many instances, purchase of a good and service may be seen as offering the best solution to meeting a particular need. Subsequently customers may compare what they received against what they expected, especially if it cost them money, time, or effort that could have been devoted to obtaining an alternative solution.

"A SATISFIED CUSTOMER IS YOUR BEST ADVERTISEMENT"

A sale is not a onetime transaction – it is the beginning of repeat business provided your keep "THE CUSTOMER SATISFIED" and there is no other way of doing it than to be prompt in reaching out to him in adversity and giving him good after sales service.

The time has come to put yourself in "YOUR CUSTOMERS SHOES" and SATISFY HIS NEEDS BECAUSE ONE satisfied customer in ten years brings you HUNDRED more.

All of us have "Family jewellery"; similarly such satisfied customers are the "NAVRATNAS" of your business. The easiest way to get new customers is look after well your existing customers.

Centrum Direct Ltd. and Almondz Securities Ltd. have definite customers. They have individual as well as industrial customers. Both the companies are maintained loyal customers. Both of them have long list of satisfied customers.

Customer satisfaction is affordable and profitable because a satisfied customer becomes your salesman forever.

DIS-SATISFIED CUSTOMERS ARE YOUR BEST TEACHERS

You can never please 100% of your customers. 100% of times and 100% of the days. If you can or you are achieving it, you Are genius. Generally for an average businessman one- third if your customers are very satisfied with you, another one- third are reasonably satisfied and the balance one-third are not fully satisfied. Do not worry too much but start doing something about it.

> ➢ Offer him/her a deal, e.g. you pay half and he/she pays half or share the service cost or any other such ratio that will indicate your willingness to help the customer go by your experience.

> ➢ You can make a list of old dis-satisfied customers, but never get them together.

> ➢ When you try to reach the difficult customers, you may not quite satisfy all of them but you won't come up with a "nothing achieved" feeling either. So start with one dissatisfied customer and satisfy him; one success will lead to another.

> ➢ You will have to search for the dissatisfied customers you should get involved in a continuous search, a continuous probing around. Once you locate some of them, one third of your problem is solved.

EXCELLENT CUSTOMER SERVICE

WHAT IS EXCELLENT CUSTOMER SERVICE?

- Excellent customer service is not a smile campaign.

  It is about—

  ❖ The quality of **"WHAT"** you DELIVER.

  ❖ The quality of **"HOW"** you DELIVER it.

- Merely **"ADEQUATE CUSTOMER SERVICE"** is probably invisible to customers. Only **"EXCELLENT CUSTOMER SERVICE"** gets noticed.

- Customers are hungry for **"QUALITY TREATMENT"** which is the **central theme of service ERA.**

- Smart companies today see the customer not as target but as a partner to be involved in development of the organization.

Excellent service means giving customers a LITTLE MORE THEY EXPECT. When we satisfy a customer the customer leaves with positive feeling. That is huge significance to any business because feeling will bring a customer back and business success largely depends upon repeat business and references from existing customers to potential new customers.

Customer's loyalty is very important for successful business. It should be able to manage the customer's feelings.

TERM "A LITTLE BIT MORE"

Giving people a lot more than they expect is good service. Good service educates the customer and establishes a new standard which raises the challenge of continuous improvement. There are some different types of securities which are as follows:-

Cold Drinks: - Pepsi is the drink manufacture company. Pepsi represents the various drinking products of company's. In the other words

OBJECTIVES OF STUDY

- ❖ To study the characteristics of an ideal Pepsi beverages as per customer's view.
- ❖ To study various factors like quality of eatables, ambience, price, service etc. of PEPSI in Hyderabad.
- ❖ To study the internal environment i.e. employee behavior, music, catering etc. of PEPSI in Hyderabad.
- ❖ To study the brands of Pepsico & consumers perception with its competitors.
- ❖ To study the features of different brands that give a good idea of various schemes offered by the company.
- ❖ To understand the competitive environment in which the company is operating and is desired to meet customer need and satisfaction

RESEARCH METHODOLOGY

Research methodology is a scientific & logistic technique to solve the problem. When we talk of the research methodology we not only talk about research methods adopted to get desired results but we also consider the logic behind these methods. All possible efforts were made to gather information in a natural way to achieve objectives of the research.

Research is an original contribution to the existing stocks of knowledge making for its advancement in search for knowledge through objectives and systematic method of landing solution to problem, in research. Research reflects to systematic method consist of the problem, formulating the hypothesis, collecting the facts, analyzing data, data analysis of the fact and reaching certain conclusion either in form of solution towards concerned problem in certain generalization for some theoretical formulation.

Research Design

A descriptive research design is being used in this research as here it has been described that how much satisfied are the people from the services provided by PEPSI Hyderabad. This research describes the various parameters which provide satisfaction to customers regarding beveragess. Moreover, the research is also telling various areas to be worked upon in order to provide optimum level of satisfaction to the customers.

Data Collection This includes all those resources from where a researcher collects data for his project. There are mainly two resources for collecting data:

Primary resource: In it we include fresh information collect for the first time

Secondary resource: In it we include those resources which are already published in one or in the form such as reports, magazines, newspapers, journals and many more.

Regarding my research work, I am using both Primary and Secondary Method for collecting data. In case of Primary data, I am using the questionnaire method for collecting fresh data direct from the respondent. And In case of Secondary Resources, I have collected information from various published resources such as Books, Magazines, Newspapers and Internet.

Sampling design

In carrying out a survey relating to research, first select the problem and study its implications in different areas. Selection of research problem should be line with the researcher's interest, chain of thinking and existing research in the same area and should have some direct utility. The topic should have practical feasibility. To study feasibility, it is important to prepare a preliminary abstract on the research topic. The first and foremost task in carrying out a research is to select a sample. In sample plan we decide about the size of the sample, total population and sampling unit which are described below.

Universe

All the customers of PEPSI of Hyderabad.

Population

Selected customers from PEPSI.

Sampling Unit

Each single person from whom questionnaire is got filled. In this research sampling unit is the each selected customer of PEPSI.

Sample size

The number of respondents included in the study was 100.

Sampling Technique

The selection of respondents was done on the basis of convenience sampling.

Sampling Frame

The frame is the list of names of all respondents who has filled Questionnaire for the research.

Data Analysis

Analysis is carried out as per categories of questions and their sub parts. The data has been tabulated and the analysis is carried out by presenting the data in the form of bar and pie charts wherever necessary to facilitate better understanding and proper depiction to facilitate interpretations. Information collected was analyzed by means of mean or average and sampling method and after analysis it, results were find out. Till this stage those data are only responses, which are incapable of interpretation until converted into significant statistical information

.Tabulation of data was done to present data into an easily understandable form. Percentages were used to analyze the data collected. In addition to summarizing data in a tabular form, data was presented graphically to obtain significant insight. Bar Diagrams and pie charts were used to represent the information. Checklist and multiple-choice questions were analyzed on percentage basis, ranking questions were analyzed on average basis and rating questions were analyzed on the basis of weight age.

NON-PROBABILITY SAMPLING

Non-Probability sampling methods are those which do not provide every item in the universe with a known chance of being included in the sample. The selection process is at least particularly subjective. The following are some of the methods of Non-Probability sampling:

Chi-square Test

The chi-square test is one of the simplest and most widely used non-parametric tests in statistical work. The χ^2 are the Greet letter chi the chi-square (χ^2) test was first used by Karl Pearson in the year 1990. The quantity chi-square describes the magnitude of the discrepancy between theory and observation. It is defined as:

$$\text{Chi-Square} = \Sigma(O-E)^2 / E$$

Where O = Observed frequency

E = Expected frequency

To determine the value of chi-square, the steps required are:

1. Calculated the expected frequencies

$$E = \frac{\text{Total no. of Respondents}}{\text{Different types of respondents}}$$

2. Take the difference between observed and expected frequencies and obtain the squares of these differences i.e.,

$$(O-E)^2$$

3. Divide the values of $(O-E)^2$ with respective expected frequency and obtain the total i.e.,

$$\Sigma (O-E)^{2/} E$$

Degree of Freedom is (n-1).

LIMITATIONS

❖ The problem was being faced in pursuing the managers of the beverages for conducting the research.

❖ Limitation of the research is that on the basis of just one hundred respondent's results are applied to entire PEPSI beverages in Hyderabad, which is also area for scope of further researches.

❖ Moreover this project would tell them the factors which provide satisfaction to the customers. They can improve that factor in which they lacks and can meet the stage of optimum customer's satisfaction with the help of this.

CHAPTERISATION

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- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

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- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

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SYNOPSIS

Title: **CUSTOMER SATISFACTION HONDA MOTORS**

ABSTRACT:

Customer satisfaction is a feeling of pleasure or disappointment resulting from comparing a products perceived performance or outcome in relation to his or her expectations. In this paper we found that 60% of respondents to know the advertisement of Honda Bike through media, 90 present of the respondents were completely satisfied with the mileage and performance of the bike, 73% of respondents are satisfied with pick-up of the Honda Bike , 56% of the respondents are attract the quality of the service to choose this bike, 50% of the respondents are satisfied with the design of the bike, 54% of the respondents considered the price of the Honda, 60 % of the respondents felt the explanation to be "excellent". According to the chi-square test find that there is significance difference between the preferable factors like mileage, pickup, price and design.

INTRODUCTION

The prosperity of every business unit depends on the efficiency with which its goods are marketing. Marketing occupies an important position in the organization of a business unit. If the marketing functions are not fruitfully carried out, it will affect the existence of an ultimate customer at all time. All activities which are involved in the process of transferring floods from the place of its manufacture to the ultimate consumer some under the purview of marketing.

A marketing strategy is a consistent appropriate and feasible set of principles through which particular company hope to achieve it long-run customer and profit objectives in a particular competitive environment."

Nowadays it become necessary develops new marketing techniques in maintaining the existing customers and in meeting the new ones. The most important changes is that the present day market is that quality standards earliest determined by the marketer have been now determined by the customer. Marketing begins with assessment of customer concerns and end up with the evolution.

During the years of growing complexities the management needs more and more information to reduce the uncertainties involved in introducing the new product. It is related with needs , wants and demands , products ,value and satisfactions.

The automobile industry designs, develops, manufactures, markets, and sells <u>motor vehicles</u>, and is one of the world's most important economic sectors by <u>revenue</u>. The competitive nature of the automobile industry has prompted the companies to take up new and innovative market strategies towards the competition. The automobile industry in India has witnessed a rapid growth over the last couple of decades and in recent years it has also captured the attention of the whole world with some innovative products. It includes manufacturing of cars, two-wheelers like motorcycles, scooters, bikes, passenger cars, trucks, tractors, defence vehicles and buses. The automobile industry can be widely divided into car manufacturing, heavy vehicle manufacturing and two-wheeler manufacturing.

The study has been conducted to know the Customer Satisfaction level towards Honda Two Wheelers With Special Reference to Srilakshmi motors Honda Hyderabad. They want to know the factors that lead to the preference of a particular brand by the customers. This study will be useful for the organization to understand the reasons for the preference of the Honda bike.

Customer Satisfaction

The modern marketing concept is customer oriented backed by integrated marketing aimed at generating customer satisfaction as the key to satisfying organizational.

THEORETICAL BACKGROUND OF TOPIC

Satisfaction

It is no longer enough to satisfy customers. You must delight them Satisfaction is a person feeling of pleasure or disappointment resulting from comparing the products to comparing product received performance is or (outcome) in relation to his or her expectation

As this definition makes clear satisfaction is a function of received performance and expectations. With the performance falls sharp expectation, the customer is dissatisfied. If the performance matches the expectations the customer is satisfied. With the performance exceeds expectations, the customer is highly satisfied or delighted Mini companies are for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch

OBJECTIVES OF THE STUDY

1) To find out the customers satisfaction of Honda two wheelers

2) To find out the factors that influence on customers, when they purchasing Honda

3) To find out the expectation of the customers

4) To help service provider of Honda to find out the satisfaction of customers with respect to after sales service provided by Srilakshmi motors Honda

RESEARCH METHODOLOGY

Research methodology is a systematically way to solve the research problem. In this we studied various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.

RESEARCH DESIGN

The project is based on descriptive research design.

SAMPLE DESIGN

Sample Unit: The population involved in this project is the customers from the Hyderabad district.

SAMPLE SIZE

This refers to number of items to be selected from universe to constitute a sample. In this research sample size consist of 250 customers.

SAMPLING TECHNIQUE

Convenient sampling technique has been used for the study.

DATA COLLECTION METHOD

Both primary and secondary data has been used to satisfy the objectives of the study.

PRIMARY DATA

The study is mainly based on primary data collected through a personal interviews from the existing respondents own Honda two wheeler.

SECONDARY DATA

The data regarding company profile, industry profile etc has been collected from the bylaws of organization, office records and also information available on the web.

STASTACAL TOOLS USED

For analysis and interpretation of primary data, percentage analysis is used mainly due to qualitative nature of data Bar diagrams and pie charts are used to represent them in pictorial form.

Percentage Analysis

The collected data was analyzed by using percentage analysis method . percentage was calculated by taking the number of respondents for a particular parameter against the total

number of respondents. The answers for questions asked in the questionnaire were tabulated and analyzed using simple percentage

Weighted average analysis

Another tool used in this study is weighted average method for analysing the rating and ranking scales. It is know that a mean is considered to be the most represented figure for the entire mass of data. This means for more realistic average is calculated by considering the weighted average for the same.

$$\text{Weighted average} \quad = \quad \frac{\text{sum of the frequency times the column weight}}{\text{Response count}}$$

SCOPE OF THE STUDY

The study focuses on customer satisfaction towards the Honda two wheelers It includes availability level of products, quality of the products, customer's expectations towards the products and problems faced by customers if any at Honda.

Customer satisfaction is a feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his or her expectations. So, satisfaction is a function of perceived performance and expectations. If the performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectation, the customer is highly satisfied or delighted.

When viewing the industrial sector we can see that all the corporate houses focusing on retaining the customers without compromising on organizational objectives, ethics and values. Customers are individuals and the organizations have to make each and every customer feel that they are highly compassionate to them. Hence Customer Relationship Management is having a wide scope in modern world.

LIMITATIONS OF THE STUDY.

➢ The study was restricted only to Hyderabad District area.

➢ Many of the respondents have not given proper response

➢ The information that is provided by the individual may be biased

➢ Respondents were reluctant to disclose complete and correct information

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(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

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- Bibliography
- Appendix

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SYNOPSIS

TITLE: CUSTOMER SATISFACTION BAJAJ ALLIANZ

ABSTRACT

Claim settlement has been like a mirror to each life insurance companies which public see the real face of their business. A company which fails to settle the claim, the satisfaction of customers would definitely distracts the business and discourage to continue or the repurchase of policy. The main purpose of the research paper is to examine the awareness and satisfaction of customers towards life insurance claim settlement in Nepal. Descriptive research designed has been employed in the study. Sample comprises 391 respondent agents for which stratified sampling were used. Primary data were obtained through questionnaire method specifically the five point likert scale. The data collected for the study were analyzed thought SPSS software and MS Excel too. The study revealed that majority of the respondents has neutral response on the satisfaction towards claim settlement. However they think that the claim settlement process speed would definitely help to increase life insurance business. The study revealed that government should focus on awareness of life insurance and make it mandatory for every citizen

INTRODUCTION

Customer Satisfaction

What is customer satisfaction?

Customer satisfaction refers to how satisfied customers are with the products or services they receive from a particular agency. The level of satisfaction is determined not only by the quality and type of customer experience but also by the customer's expectations.

A customer may be defined as someone who:

- has a direct relationship with, or is directly affected by your agency and
- Receives or relies on one or more of your agency's services or products.

Customers in human services are commonly referred to as service users, consumers or clients. They can be individuals or groups.

An organization with a strong customer service culture places the customer at the center of service design, planning and service delivery. Customer centric organizations will:

- determine the customers' expectations when they plan
- listen to the customer as they design
- focus on the delivery of customer service activities
- Value customer feedback when they measure performance.

Why is it important?

There are a number of reasons why customer satisfaction is important in Insurance Sector:

- Meeting the needs of the customer is the underlying rationale for the existence of community service organizations. Customers have a right to quality services that deliver outcomes.
- Organizations that strive beyond minimum standards and exceed the expectations of their customers are likely to be leaders in their sector.
- Customers are recognized as key partners in shaping service development and assessing quality of service delivery.

The process for measuring customer satisfaction and obtaining feedback on organizational performance are valuable tools for quality and continuous service improvement.

RESEARCH METHODOLOGY

Research can be defined as systematized effort to gain new knowledge. A research is carried out by different methodology, which has their own pros and cons.

Research methodology is a way to solve research problem along with the logic behind them. Thus when we talk of the research methodology we not only take of research method but also context of our research study and explain why we are using a particular method or techniques and why we are not using other so that research result are capable of being evaluated either by the researchers himself or by others.

Research methodology means the method carried out to study the problem. It shows the type of the sample design used, its size and the procedure used to dew sample. The extent of precision achieved and the method used for handling any special problem during the course of the study.

TITLE:

To determine customer satisfaction for Bajaj Allianz.

TITLE JUSTIFICATION:

The above title is self-explanatory. The study deals mainly with studying the customer satisfaction in the insurance industry with a special focus on Bajaj Allianz. The various segments of the markets divided in terms of Insurance Needs, Age groups, Satisfaction levels etc will also studied.

OBJECTIVE

- To determine customer satisfaction on Bajaj Allianz

- To provide the company with information of customer's Insurance policy if they have any and reasons for opting for that particular policies.

- To know the most preferred policy.

SCOPE OF THE STUDY

A big boom has been witnessed in Insurance Industry in recent times. A large number of new players have entered the market and are vying to gain market share in this rapidly improving market. The study deals with Bajaj Allianz in focus and the various segments that it caters to. The study then goes on to evaluate and analyze the findings so as to present a clear picture of trends in the Insurance sector.

SIGNIFICANCE OF THE STUDY

This is a limited study which takes into consideration the responses of 100 people. This data can be exported to take in the trends across the industry. The significance for the industry lies in studying these trends that emerge from the study. It is a rapidly changing and evolving sector. People are only beginning to wake up to its vast possibilities. A study like this can attempt to guide the future of the industry based on current trends.

RESEARCH DESIGN

- **NON-PROBABILITY**

- **EXPLORATORY & DISCRIPTIVE EXPERIMENTAL RESEARCH**

The research is primarily both exploratory as well as descriptive in nature. The sources of information are both primary & secondary.

A well-structured questionnaire was prepared and personal interviews were conducted to collect the customer's perception and buying behavior, through this questionnaire.

SAMPLING METHODOLOGY

Sampling Technique:

Initially, a rough draft was prepared keeping in mind the objective of the research. A pilot study was done in order to know the accuracy of the Questionnaire. The final Questionnaire was arrived only after certain important changes were done. Thus my sampling came out to be judemental and convinent

Sampling Unit:

The respondents who were asked to fill out questionnaires are the sampling units. These comprise of employees of Bajaj Allianz customers.

Sample size:

The sample size was restricted to only 50, which comprised of mainly peoples from different regions of Hyderabad due to time constraints.

Sampling Area:

The area of the research was Hyderabad, India.

Limitations of study

Due to the following unavoidable and uncontrollable factors the factors, the result might not be accurate. Some of the problems faced while conducting the survey are as follows:-

- Time and cost constraints were also there.
- Chances of some biasness could not be eliminated.
- A Samples size of fifty has been use due to time limitations.
- A majority of respondents show lack of cooperation and are biased towards their own opinions.

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CHAPTER ‑V

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- **Bibliography**
- **Appendix**

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