

CHAPTER VI

DR. B. S. ...
SHIVAJI UNIVERSITY ...

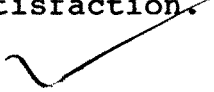


CHAPTER NO. VI

CUSTOMERS SATISFACTION OF WARANA BAZAR

6.1 Introduction

6.2 Performance evaluation of Customers satisfaction.



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6.1 INTRODUCTION :

According to Mahatma Gandhi "A Customer is the most important visitor on our premises. He is not dependent on us, we are dependent on him. He is not an interruption on our work. He is the purpose of it. He is not an outsider on our business, we are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so. "¹ Customer is an important factor in each and every business organisations. Whatever goods are purchased or produced to earn profit fully depends upon the customers.

Thus, in the case of consumers co-operative societies customer play an important role, because each and every activity of the consumer stores depends upon

the Marketing and Selling functions and these functions are mainly depend upon customers. So, "Customer is a King of business ".

In competitive world, the importance of customers service is increasing day by day. For this, we have to see firstly the meaning and definition of service.

According to the American Marketing Association "Services as activities benefits or satisfaction which are offered for sale or are provided in connection with the sale of goods. "2

From above definition it is clear that in customer services two parties are needed, one party offers sale and service and another party willingly accepts such an offer and try to satisfy to the party.

In order to increase the level of customer satisfaction, business firms need to surpass the customers original expectations. If the goods and

services meets customers satisfaction, exactly, there is no customer reaction and if it fails to meet expectations, the customer will complain."³

To study the customers satisfaction of the Warana Bazar, following points should be noted.

- (1) The qualities of purchased goods must be good.
- (2) The goods must be regularly supplied.
- (3) The price of the goods purchased must be fair.
- (4) There must be no malpractices in the goods supplied.
- (5) There must be good sales service.

6.2 PERFORMANCE EVALUATION OF CUSTOMERS SATISFACTION
OF WARANA BAZAR

There are no standard measures to evaluate the consumers satisfaction. But it can be examined by observing the consumers reaction in respect of prices of commodities charged, quality of goods supplied, salesman's behaviour with customers, sales services etc. by putting them appropriate questions.

The performance of consumers satisfaction in case of Warana Bazar is evaluated by conducting a test case survey of fifty consumers. For this, only selected questions are asked. From the filled questionnaires frequency tables are prepared and analysed which are shown as follows.

Table Shcwing the Reasons for purchasing goods from

WARANA BAZAR

	<u>R e a s o n s</u>	<u>Freq</u>	<u>%age</u>
1.	Fair Price	49	98
2.	Availability of all the requirements under one roof	26	52
3.	Better Quality	49	98
4.	Accuracy of weight	45	90
5.	No chance for malpractice	17	34
6.	Proximity	5	10
7.	Liberty to take his own time in making his purchase	16	32
8.	Choice for selection	20	40
9.	Enjoy shopping pleasure	12	24
10.	Any other reasons	-	-
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	Total Respondents	50	
		==	

From the above table, it is clear that as fair price, better quality and accuracy of weight give the highest percentages as 98% and 90% respectively, they are the most important reasons for making the consumers purchases from Warana Bazar. Then follows availability of all requirements under one roof (52%), choice for selection 40% and no chance for malpractices 34% & so on

Table No. 6.2

Table showing the type of difference in private
Retailing and Warana Bazar.

<u>Type of Differences</u>	<u>Freq.</u>	<u>%age</u>
i) Good quality	50	100
ii) Price	8	16
iii) Behaviour	39	78
iv) Unadulteration	5	10
v) Accurate weight measures	46	92
Total Respondents ..	50	==

The frequency analysis and its percentage of fifty responding consumers in the above table shows that 'good quality' occupies first rank (100%) and accurate weight measures takes the second rank (92%) and then follows 'behaviour' with customers (78%) in making consumers purchases with Warana Bazar as compared to private retailing.

It can therefore be concluded that consumers of Warana Bazar are satisfied with good quality of products and getting them with accurate weight.



Table No. 6.3

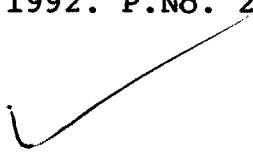
Table showing the remarks for satisfaction with the services rendered by the Warana Bazar

<u>R e m a r k s</u>	<u>Freq.</u>	<u>%age</u>
1) Excellent	2	4
2) Good	29	58
3) Fair	17	34
4) Not Good	1	2
5) Do not know	-	-
Total Respondents.	--- 50 ===	

The above table analyses the reactions of fifty respondents about the the services rendered by Warana Bazar. It is quite clear from the above data that majority of responding consumers (58%) expressed as good services and 34% is about fair services and very few have responded about not good services.

From this it can be concluded that consumers of Warana Bazar are well satisfied with its services.

R E F E R E N C E S

- (1) Indian Journal of Marketing. Jan. 1984
 - (2) S.A. Sherlekar. Marketing Management - 1982
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 - (3) " Indian Management " - April 1992. P.No. 26.
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