

A STUDY OF CUSTOMER SATISFACTION TOWARDS KENT WATER PURIFIER IN MORADABAD”

ABSTRACT

The Research is based on “customer satisfaction towards Kent water purifier in Moradabad. The aim and purpose of present study is to analyze or know the customer perception while selecting the water purifier. The research work has done by considering the market survey.

The objective of the study is to know which mode select by the customer at a time of taking a Kent water purifier. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the market place. So research report have based on primary data. To reach up to a conclusion the sample survey method of research would be used.

INTRODUCTION

Client satisfaction, an company is a method to how goods and services given by an organization meet client satisfaction. It has been seen as a key performance facilitator within the organization and is a key part of the scorecard of the organization.

In an open competition where organization compete for clients, client satisfaction is considered as a key element for making organization strategy.

A generous particular figure of experimental expositive expression that makes those profits of client fulfillment to organizations.

COMPANY PROFILE

Kent RO is a 21st century Indian healthcare product which deals in purification business headquartered in Noida, Uttar Pradesh. It is founded in 1999 by Dr. Mahesh Gupta who serves the company as a chairman to take the company to the top of its sector. Kent makes all purifiers on the basis of reverse osmosis (RO). Company is also diversified in many products such as air purifiers, fruit & vegetable purifiers and water softeners. The company also sends their products into various countries like Nepal, Bangladesh, Middle east and Kenya. The company also won the golden peacock eco innovation award for its great contribution in introducing innovative water purifying technology for prevent environment from environment degradation 2007. Kent as a figure of 225,000 purifiers which is sold every year and is about 40% market share in India. Kent has a manufacturing plant in Roorkee, Uttarakhand which has a total area of 400,000 sq. ft and has a capacity to manufacture 1 millions units in every year.

OBJECTIVES

- To know the customer perception and their choice before purchasing purifier.
- To know the customer satisfaction level by using KENT WATER PURIFIER

RESEARCH METHODOLOGY

Data type	Primary and secondary
Sampling Unit	Customers
Sampling type	Random sampling
Sample size	100

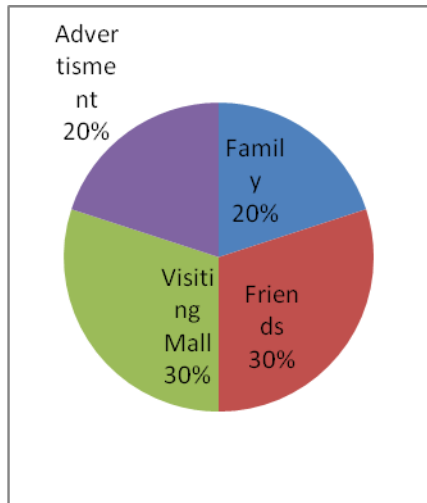
Research Tool	Questionnaire
Data Collection Method	Primary and Secondary Data
Area	Roorkee

LITERATURE REVIEW

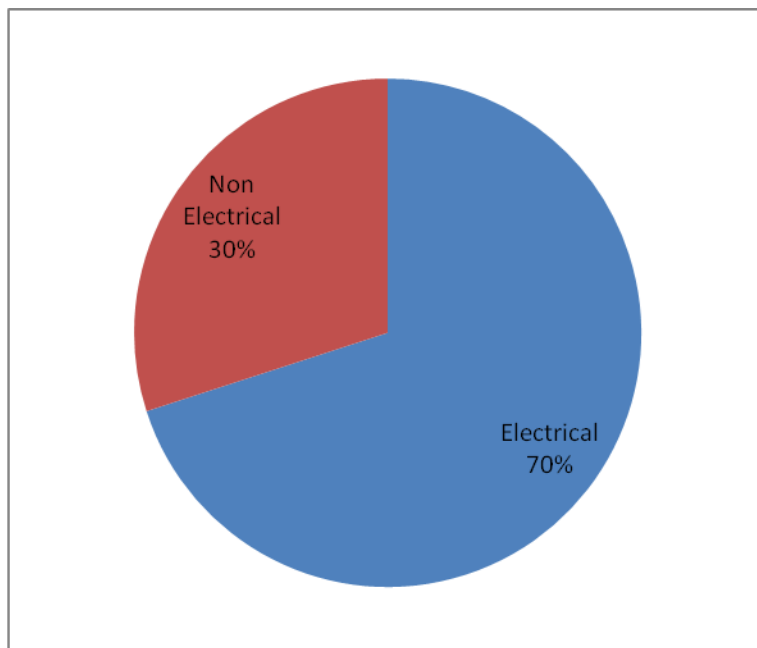
India need seen an wild eyed pace from claiming retail improvement in days gone by five quite some time. Goldman Sachs need assessed that those indian financial development Might really surpass that of china Toward 2015. It will be accepted that the nat need possibility with convey the speedier development through the next 50 A long time. There is expanded modernity in the shopping design of customers, which need brought about those development for huge retail chains Previously, The majority metros; scaled down metros Also towns being those following focus. Client taste Furthermore inclination need aid changing, prompting radical change to life style What's more investing patterns, which thus is giving climb to new benefits of the business chances. The nonexclusive development may be inclined with be determined by evolving life styles and Eventually Tom's perusing solid surge clinched alongside income, which thus will make underpinned via positive position demographic designs. Now- a- days those marked shirts would progressively utilized Eventually Tom's perusing men. They select their marked shirt in the absolute mark showrooms (or) Multiband showrooms. The purchasing choices of the respondents would impacted Eventually Tom's perusing different elements. The build sought after for customer products What's more expendables need helped those bargain for marked mens' wear. Keeping this in perspective Scrutinize will be conveyed out to think over the purchasing conduct about men customer with respect to marked shirts accessible clinched alongside mark particular showrooms (Single brand showroom) Furthermore multi-brand showrooms (Multi mark outlets). Excerpts starting with past investigations

ANALYSIS AND INTERPRETATION

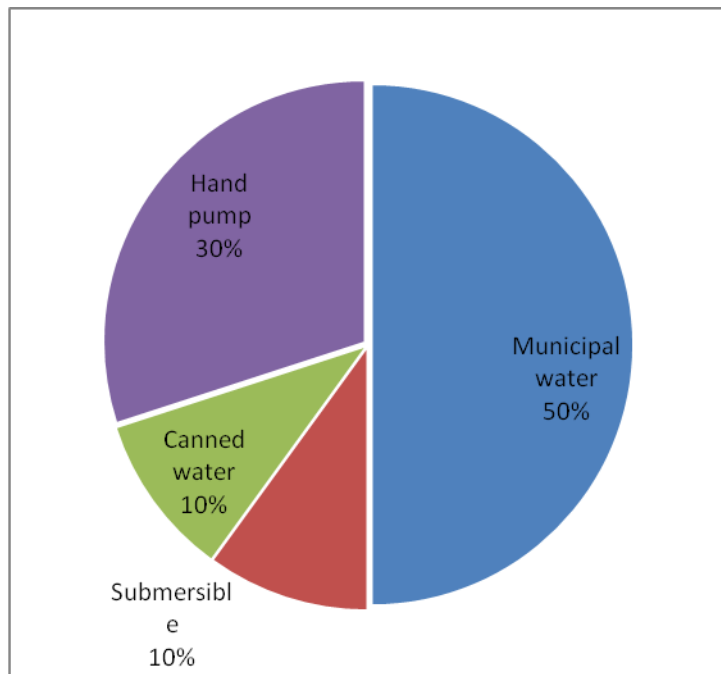
Q1. How do you know about KENT WATER PURIFIER



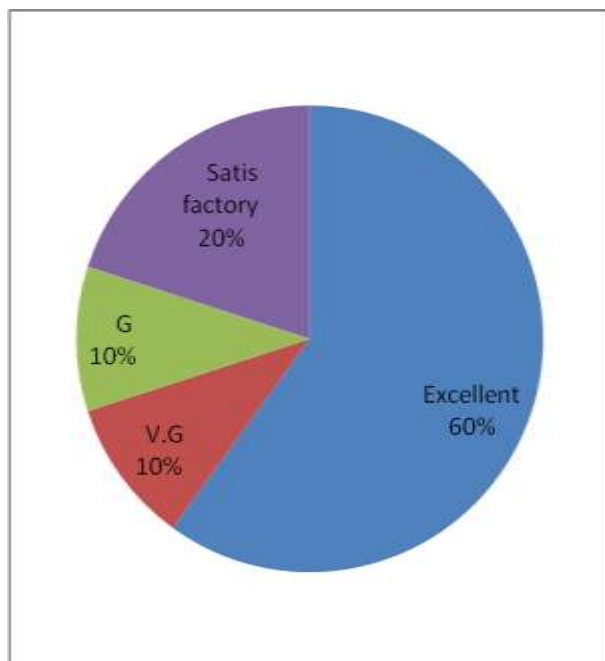
Q2. What type of purifier do you use ?



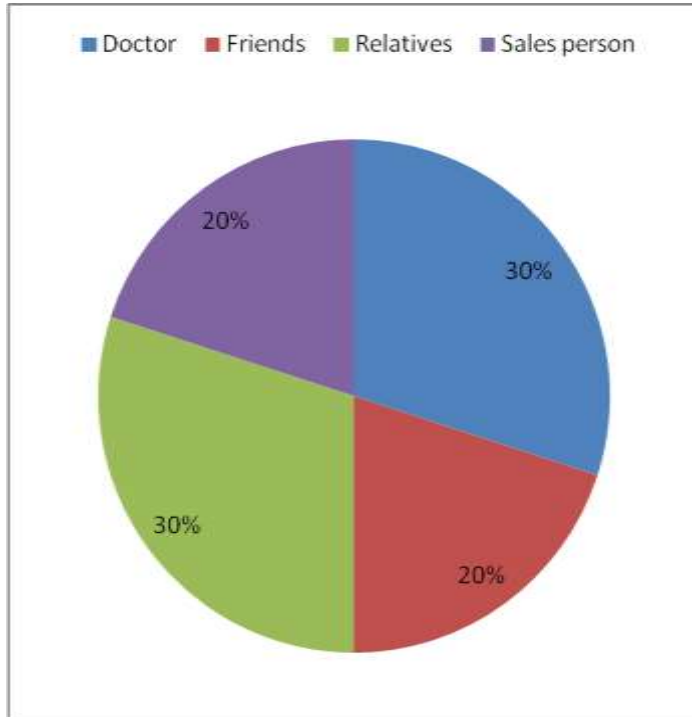
Q3. What is your existing drinking water source?



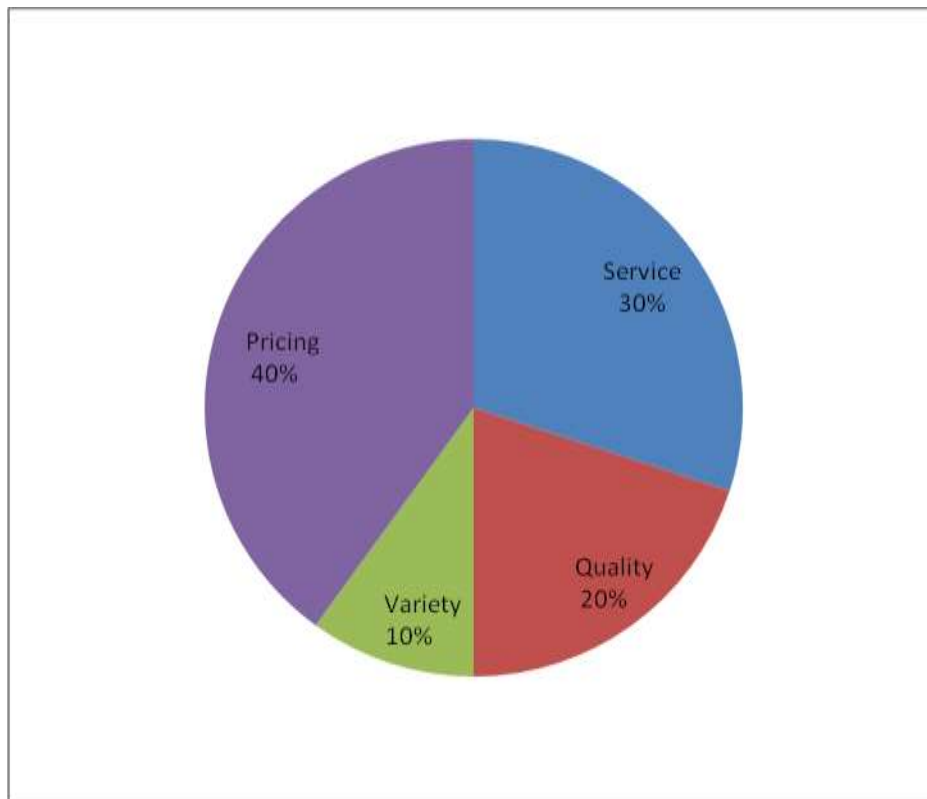
Q4. What is your opinion about the functioning of KENT WATER PURIFIER ?



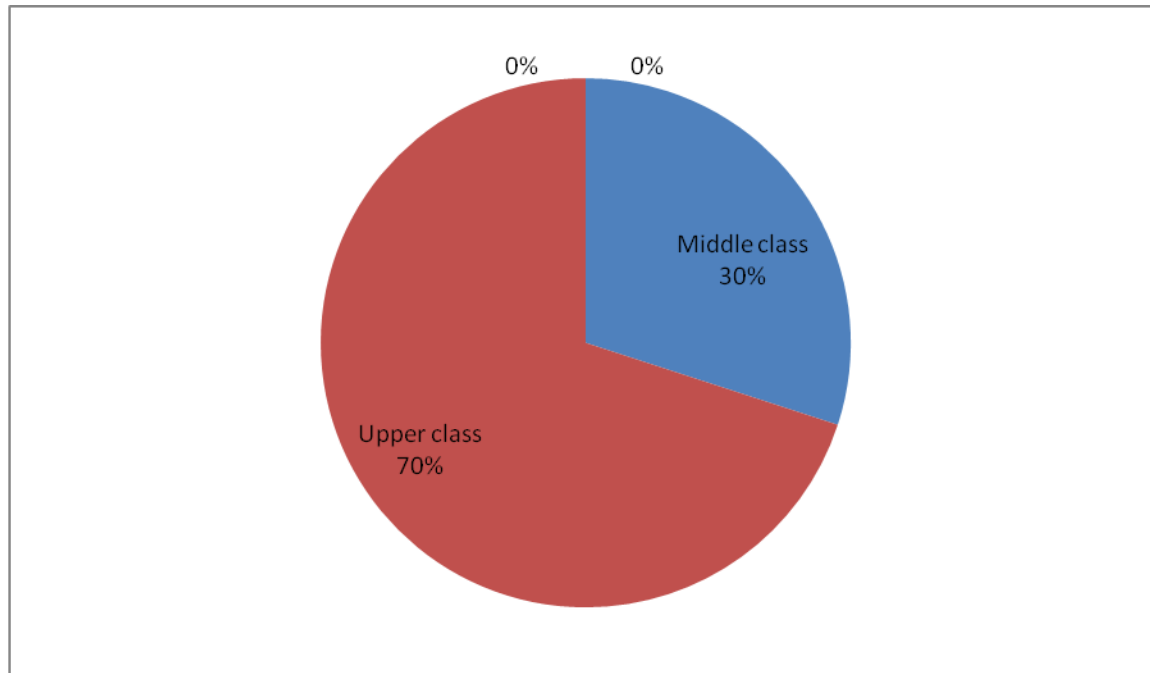
Q5. Who suggested you to use water purifier?



Q6. What should be improvement areas of KENT WATER PURIFIER?



Q7. Which class people generally prefer to the KENT WATER PURIFIER products.



CONCLUSION

In today's highly competitive environments improving consumers' loyalty to brands permits marketers to maintain a comfortable and lasting position in the marketplace. A brand covers the entire experience your client's prospects and customers have with the company. It's what they make, and the personality they convey.

SUGGESTIONS

- people are aware about the national & International brand but some of the brands are not available in Roorkee so companies should expand their distribution networks.
- Consumer of the Indian market are very price conscious due to very high prices of kent purifier people unable to afford it so kent should decrease its price to gain new market share.

- KENT WATER PURIFIER should arrange campaign for the products promotion and for the product knowledge.
- KENT WATER PURIFIER must focus on Print media advertisement and TV commercial, because now a days these are the best medium for promotion of the products

LIMITATIONS

In spite of the fact that those ponder might have been conveyed out for amazing energy furthermore cautious arranging there would a few limitations, which debilitated those Scrutinize viz.

The long run Constraints: the time stipulated to those venture should make finished is lesquerella What's more Therefore possibilities that data could have been left out, however due consideration us taken on incorporate every last one of pertinent majority of the data necessary.

Example size: because of run through imperatives the example extent might have been generally little and might disobediently have a greater amount illustrative whether i needed gathered data from more respondents.