

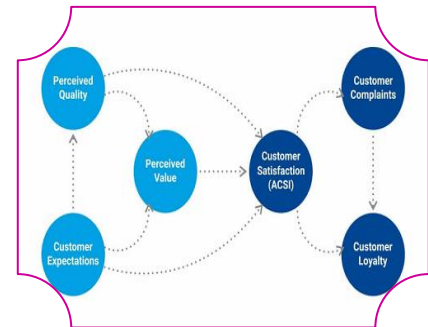


“THE STUDY OF CUSTOMERS SATISFACTION LEVEL AND DEVELOPMENT OF GOLANI MARKET IN JALGAON CITY, MAHARASHTRA”

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ABSTRACT

The concept of customer satisfaction has involved much attention in current years. Satisfaction could be defined as a customer's post-purchase assessment of a product or facilities services (Turkyilmaz&Ozkan, 2007). The satisfaction index is the important statistical techniques for all kinds of research to understand their level of development and to make proper planning for further decision. The satisfaction index shows the all calculation of selected facilities to check their progress status. The satisfaction index is giving the assessment of status in the amenities as well as customers and show the how many facilities develop in selected study area. The satisfaction is helped for understand the customer views related to selected factor facilities. Used the methodology and evaluated as view of customers. This index clearly shows the numbers and percentage in the market customers and satisfaction of customer in related factors. In present study satisfaction index show the how many fundamental facilities develop and its level in Golani market and their existing status to make prospective planning for further development.

KEYWORDS: Satisfaction Index, Development Status, Facilities, and Golani Market.

INTRODUCTION

Golani Market it is very famous in Jalgaon city as well as in Jalgaon district, Maharashtra. The main function of market is to provide all services about technology and vegetables particularly mobile features. Golani market is actual popular for Mobile, varieties of mobile, accessories, hardware, software facilities etc. therefore, maximum peoples from city as well as surrounding city and villages they are attract due to these service station. In market also famous for computer services. Near about all the required facilities related to computer and laptops have been available in Golani market. Therefore it is importance to applying method of satisfaction index for assess the satisfaction level of the tourist and customers. The study of satisfaction level will take action as response from the Customers which are important for the sustainable market development at Golani market place in Jalgaon city. These assessments can be obtained by during the field work.

STUDY AREA

Jalgaon city is very well known for various dimensions such as education, industrialization, politics, MIDC, transportation and market development. In city there is two most attractive market place for clothes, masala, food and electronics technology. Among them Golani market it is one of the too much popular market center to mobile shopping, electronics, computer, flowers and vegetables also. The specifically this

market focused on mobile technology. Golani market located between 21° 00' 51" north latitude and 75° 33' 53" east longitude and elevation is 225 meter from MSL.

OBJECTIVE

To review, assess and understand the satisfaction level of existing market facilities for customers and their development status of Golnai market in Jalgaon city.

DATABASE AND METHODOLOGY

The present research work has been completely originated on primary data source which is collected during the filed observation, interview, organized group discussion, local people’s opinion and that all views recorded in systematic prepared questionnaire. To evaluate the satisfaction level of the customers by collected their views in questionnaires with reference to the assorted 15 fundamental facilities which are presented at center of Golani Market in Jalgaon city.

The main objective of this research work is to understating present situation of market. To assessment of market for proper study 110 samples were selected as a randomly basis from customers at Golani market in Jalgaon city. The asked to customers their views about the facilities in the term of unsatisfactory, satisfactory, good and excellent in this four categories through questionnaires. That all tourist views be converted in to numerical values in four types and assigned score of each category such as 8 to 10 for excellent, 6 to 8 for good, 4 to 6 for satisfactory and 0 to 4 for unsatisfactory.

The component wise satisfaction levels be planned and set into a table as per the score. The factor wise average standards were calculated and investigational for calculation as per customers the factor wise levels of satisfaction, average level of satisfaction and last stage is ranking of factors and satisfaction index. The following formula has been used for calculation of satisfaction index.

Formula:-
$$St_i = \frac{\sum M_i N_i}{N}$$

Where,

St_i = satisfaction index for the ith factor

M_i = Numerical value for particular level of satisfaction for the ith factor

N_i = Number of respondents deriving the particular level of satisfaction for the ith factor.

N = Total number of respondents for that factor for all level of satisfaction.

RESULT AND DISCUSSION

The assessment of status and development of fundamental facilities which is present at Golani market for the same 15 important facilities has been selected and recorded views of 110 questionnaires and fill out the questionnaire various age groups and divers of customers In market. Collect the view as Golani market customers as follows and analyzed it.

Table 1: Factor wise Levels of Satisfaction

Factors / Facilities	Excellent (8-10)	Good (6-8)	Satisfactory (4-6)	Unsatisfactory (0-4)	Total Customers
Transportation	34	43	17	16	110
Cleanness	12	29	29	40	110
Parking	12	21	28	49	110
Food and Drinking Water	10	24	27	49	110
Accommodation	7	21	29	53	110
Behavior of Shop Owner	55	29	18	8	110

Shopping	41	44	15	10	110
Recreation	16	22	25	47	110
Toilet Blocks	6	10	26	68	110
Emergency Services	13	17	29	50	110
Safety	14	15	21	60	110
Guide Map of Market	13	17	22	57	110
Types of Mobile	69	26	8	6	110
Mobile Accessories	67	30	11	2	110
Market Price of product	36	43	21	10	110
Average (%)	27	26.1	21.7	35	110%

Source: Survey by Researcher.

The above table no 1 is describes detail information about number of market facilities which is present and selected 15 fundamental facilities for assessment at the Golani market. 110 questionnaires containing 15 questions each are distributed to the customers and on the basis of that collected data I have tried to understand the average factor wise satisfaction in the Golani market. The Customers satisfaction level is seen into four main categories namely excellent, good, satisfactory and unsatisfactory. All these four factors were divided into 0-10 mark which was easily understood by the customer response.

The factor wise levels of satisfaction of customers about the Golani market is recorded in the table no 1. And the table shows the average of all facilities. On an average, 27% customers said that the facilities provided at the market are excellent, 26.1% customers views are good, 21.7% customers vies are satisfactory and the highest of 35% remark of customer is unsatisfactory. Clearly we can see that the highest votes are to the unsatisfactory factor.

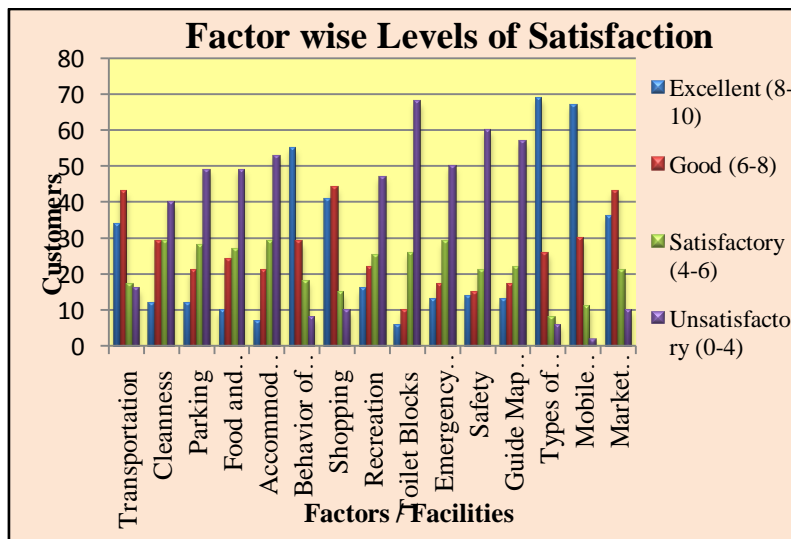


Fig: 1: factor wise level of satisfaction.

This fig.1 shows the result of customer’s satisfaction in to 15 fundamental facilities in Golani market. Its result was a 110 customer’s view. This figure clearly describes the four categories in many colors. The blue color show to excellent, red show to Good, green its satisfactory and purple color show unsatisfactory its colors seen into facilities of Golani market. Customers give the excellent views in behavior of shop owner, shopping, types of mobiles and mobile accessories. The transportation, shopping, market

price of produce, is facilities was Good .the overall figure shows unsatisfactory facilities is cleanness, toilet blocks, accommodation, safety, guide of map.

Table 2: Factor wise Average level of Satisfaction:-

Factors / Facilities	Excellent	Good	Satisfactory	Unsatisfactory
Transportation	8.79	6.86	4.88	2.18
Cleanness	8.91	6.96	4.75	2.05
Parking	9.16	6.52	5.07	1.77
Food and Drinking Water	9.1	6.45	4.59	1.41
Accommodation	8.57	7.04	4.86	1.07
Behavior of Shop Owner	8.72	7.31	4.88	1.87
Shopping	9.14	7.5	5.13	1
Recreation	9.18	8.27	4.72	0.89
Toilet Blocks	9.16	7.2	4.76	1.63
Emergency Services	9.15	7	4.96	1.22
Safety	9.57	6.8	4.61	2.11
Guide Map of Market	8.84	7.05	5.04	1.05
Types of Mobile	9.27	6.80	5	0.83
Mobile Accessories	9.32	7	5	1
Market Price of product	9.25	7.60	5.23	1.7

Source: Survey by Researcher

The table no 2 examines the factor wise average level of satisfaction of customers of the Golan market. This satisfaction table shows values in percentage. This table values shows that which facilities are available there and level of customers satisfaction counted in average values. That all values have been converted in four levels namely excellent, good, satisfactory and unsatisfactory. Table 2 describing average distribution of customers satisfaction level in Golani market. Overall 15 facilities have been selected for study purpose among mobile this facilities average score has found 9.32 and this is the excellent one of them. The average value 1 is showing the shopping facilities which are peoples are not satisfied.

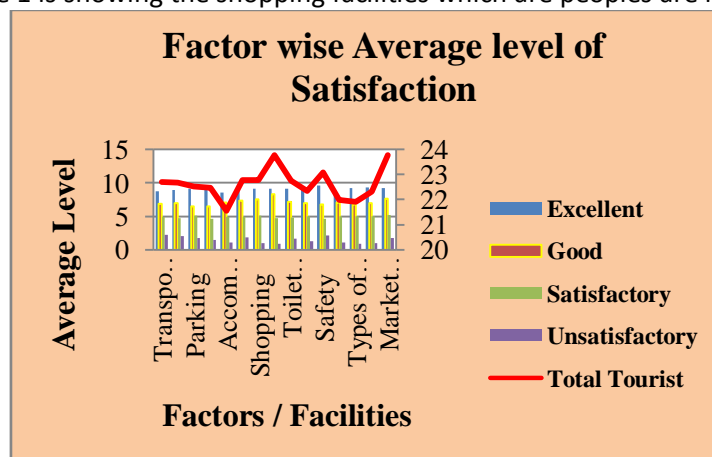


Fig. 3.2: Factor wise Average level of Satisfaction

The fig. 2 reveals that factor wise average level of satisfaction of customers. During filed through the questionnaires customers view was recorded as per the personal opinion about the all 15 fundamental facilities which is selected for assessment and development status understood. The blue color in figure has been showing excellent, brown color showed good, green color showing satisfactory and purple color showing unsatisfactory consequently. And across on figure red color has been showing the total customers and their views has been analyzed.

Table 3: Ranking of Factors and Satisfaction Index

Factors / Facilities	Satisfaction Index	Personal Rank
Transportation	6.45	6
Cleanness	4.77	7
Parking	4.30	9
Food and Drinking Water	3.56	14
Accommodation	3.67	13
Behavior of Shop Owner	7.2	5
Shopping	7.18	3
Recreation	4.43	8
Toilet Blocks	3.26	15
Emergency Services	4.11	11
Safety	4.16	10
Guide Map of Market	3.76	12
Types of Mobile	7.81	2
Mobile Accessories	8.08	1
Market Price of product	7.13	4

Source: Survey by Researcher.

The table 3 describes the personal rank of factors and satisfaction index in customers of Golani market. This table values shows that which facilities are available there and customer’s satisfaction index. This table values describe the how many facilities develop in Golani market. The first rank is mobile accessories ,second rank is types of mobile, third rank is shopping, fourth is market price of product ,and fifth is behavior of shop owner it was highest rank in table. It was good satisfaction in this market. The moderate satisfaction facilities is transport sixth rank ,cleanness is seventh , recreation is eight, parking is ninth number rank and this table show the tenth rank is safety . Given table shows the lowest customer satisfaction is eleventh as emergency services , twelve rank is guide map of market, thirteen rank is accommodation, fourteen rank is show food and drinking water, last one is fifteen toilet block.

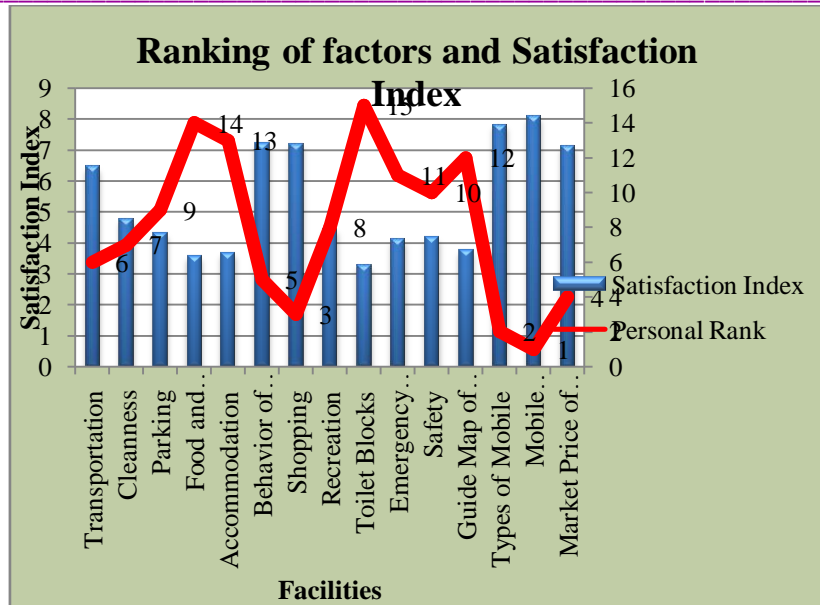


Fig. 3: Ranking of Factors and Satisfaction Index

The fig.3 shows ranking of Factors and satisfaction index in to customer views of Golani market. This figure showing the final assessment result of satisfaction level as per the index. In figure reveals that highest number one got mobile accessories facilities with 8.08 score of satisfaction index, then types of mobile 7.81 and shopping 7.18 subsequently. These are the first three good develop facilities at market. This result reflect that lowest score 3.26 with last number 15 found for toilet blocks facilities and subsequently Food and Drinking Water 3.56 and Accommodation 3.67 is found the 14 & 13 number of satisfaction and development status of these facilities.

CONCLUSION

This research investigated the basic facilities of some destination attributes on the Golani market customer satisfaction level. This paper evaluated the facilities and their development status using the basic techniques on data collection. The research analysis in to satisfaction of customers consequently collects data to 110 through questionnaires about Golani market. The research gives into customers views and measured the satisfaction index. For the study purpose 15 very fundamentals facilities has been selected and understand current status for Golani market in Jalgaon city.

The Golani market is the one of the famous mobile market in Jalgaon city. There are available to all types of mobiles phones and another technology also. The research shows to customer’s views in to level of excellent, good, satisfactory and unsatisfactory for the facilities development related to Golani market. The Golani market location it is central of the Jalgaon city. Hence, some facilities easily available in there but some facilities is not available this research result shows that’s facility wise development conditions. Mobile accessories, production, price, types of mobiles all factors were excellent and customers are satisfied in these facilities. But cleanness, parking, recreational facility, guide of map if most important facilities has been not available in good condition in the market. This facilities related customers views was unsatisfied in Golani market. The satisfaction index shows the value in to parentage under the (0-10) numbers. The facilities are transportation (6.45), cleanness (4.77), parking (4.30), food and drinking water (3.56), accommodation (3.67), behavior of shop owner (7.2), shopping (7.18), recreation (4.43), toilet blocks (3.26), emergency services (4.11), safety (4.16) , guide map of market(3.76), types of market (7.81), mobile accessories (8.08), market price of product(7.13), it’s all factors evaluated as per the customers satisfaction in to Golani market.

Overall the development of Golani market is good but on the basis of assessments of statistical data which collected from different customers presently some facilities is not develop or in good condition. The mobile accessories get first rank with 8.08 index, types of mobile get second rank with 7.81 index and shopping facilities got third rank with 7.18 and consequently toilet blocks found last 15 number with only 3.26 index, food and drinking water observed 14 number with 3.56 score and accommodation facilities also observed 13 number with 3.67 score. On background of this above discussion selected 15 facilities out of that maximum facilities has been not fully develop so its need to develop that all undeveloped facilities for more future prospective development of Golani market in Jalgaon city in Maharashtra.

SUGGESTIONS:

Golani market is a good build up there are mainly facilities develop very well but some facilities not available in market according to research satisfaction index we are suggested to there are need to develop some facilities in to Golani market for future prospective development of Golani Market. Therefore, some essential suggestions are made for the prospective sustainable development at Golani Market.

1. First of all Golani market is building are build up into complex floor and not available to building guide map so far as we have suggested market should be include the guide of map in the future more development of Golani Market.
2. This market is not available to well systematic Parking facility. Therefore we think parking should be develop in here for more attract the customers as well tourist to visit market.
3. Cleanness is the most fundamental and significant facility of all market as well tourist places. That's way we have suggested to make cleanness is must in the Golani market.
4. Safety this is also very precious and important facilities if suddenly occur any hazard at market place there is not any major equipment to control the hazard so it's very essential to develop the hazard management and more safety facilities for the visitors, tourist and customer. For the safety security should be there but presently there is no anyone security is worked.
5. For any human being food and drinking of fresh and clean water is very vital for customers at market but present study found there are no water facilities.
6. Building of Golani market is so complicated to understand for common man so guide map should develop for all customers. This is totally missing at Golani market as per the size and complex nature of building.
7. During the leisure time of customers they are feeling bore so some recreational facilities should be develop at market.
8. An overall result showed that toilet block is totally in bad condition. Actually mass of peoples and customers to visit the place is very high and comparatively to that proportion of visitors this facility has no sufficient due to preset toilet blocks. Also that all blocks has been not maintain in good status. So toilet blocks should be develop more numbers at Golani Market.

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