REVIEW OF RESEARCH

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A STUDY ON CUSTOMER SATISFACTION ABOUT CASTINGS OF AMMARUN FOUNDRIES

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ABSTRACT :
    Ammarun Foundries in short known as ' AF ' was established in the year 1991. It is a large Ferrous Foundry setup located in Southern part of India, at a distance of 15 kilometers from the city of Coimbatore.AF went in to commercial production to meet the growing need for intricate castings of the region and of the country as a whole. The company is committed to high technology from the very start.AF over the years has grown to become the largest Jobbing Ferrous Foundry in Southern India, with production capabilities to turnout large volume castings of Grey Iron and Ductile iron to the tune of 12000 metric tones per annum.

KEYWORDS : *Commercial, Market, Customer, Castings, Industries.*

INTRODUCTION

    Today, the Foundry caters to the requirements of various segments ranging from Automotive, tractor, valve, Motor and Pump, Textile and General Engineering Industries. Apart from serving domestic market, AF has gone global and has a strong international presence.In its quest for excellence AF continuously absorbs new technologies, adapts to changing customer Focus. This has made it ' the most dependable Foundry 'in Southern India.
    Apart from the above, AF today has a strong managerial man power heading various functional areas of Foundry operations and motivated employees on the whole to engineer the growth of the Foundry.

QUALITY POLICY

    Ammarun Foundries desires to increase volume of production to meet customer requirements and achieve customer satisfaction through improved quality products, timely delivery and continual improvement of the quality management system.

LITERATURE REVIEW

    If your customer is in trouble, then you're in trouble too." This message, relayed by **Richard Donnelly**, **GM Powertrain Div**., tied in with the theme of this year's annual Foundry Educational Foundation (FEF) College-Industry Conference, "Engineering for Customer Satisfaction."

OBJECTIVES OF THE STUDY
This study is undertaken with the following objectives.

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Primary Objectives
➢   To identify the satisfaction level of customers in CBE district about the castings of Ammarun Foundries.

Secondary Objectives
➢   To identify the frequency of purchase, mode of purchase by the customer.
➢   To identify the customer opinion about quality of the Ammarun castings.
➢   To identify the competitors level.
➢   To find out the customer expectation from Ammarun castings.
➢   To identify the customer opinion about the price of Ammarun castings.
➢   To suggest the strategies for increasing the turnover of Ammarun Foundries.

SCOPE OF THE STUDY
Customer Satisfaction
        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 expectation, the customer is satisfied. If the performance exceeds expectation, the customer is highly satisfied or delighted.
        Customer satisfaction is mainly achieved through two components:

1.   Product Features
The quality of design.

2. Freedom from deficiencies
It has a major effect on costs through reduction in scrap, rework, and product complaints.
➢   A study on customer satisfaction helps the organization to understand each and every need of the customer.
➢   It assesses the preference of customers in choosing Ammarun casting.
➢   Helps the company to understand the efficiency of the service provided to the customers, so that it can create the basis for further improvement.
➢   The study helps to assess the real opinion and mindset of customers and aids to meet out their expectation in future. This in turn will increase the volume of sales.

LIMITATIONS OF THE STUDY
The study was carried out over a period of three months in Coimbatore district.
➢   The study was conducted only in Coimbatore district. This may not give a generalized conclusion.
➢   The respondents were less interested in answering the questionnaire, as they felt that it was an interruption to their regular work.
➢   The number of respondents was limited to 70 only.
➢   The analysis is based on the data provided by the respondents. The views of those who did not participate in the survey is not included.
➢   The conclusions are based on the opinions expressed by the customers. Hence they cannot be assured to unbiased or true representation of reality.

RESEARCH DESIGN
        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.
There are three types of research designs. They are,

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➢ Exploratory research design.
➢ Conclusive research design.
• Descriptive research design.
• Causal research design.
➢ Performance monitoring research.

     The Research design used in this study was descriptive research design. It includes surveys and fact-finding enquiries of different kinds. The main characteristic of this method is that the researcher has no control over the variables; he can report only what has happened or what is happening.

DATA COLLECTION

     Data is recorded measure of phenomena. While deciding about the method of data collection, the researcher should keep in the mind about two types of data. They are,

➢ Primary Data
➢ Secondary Data

STATISTICAL TOOLS

     This researcher has used the following statistical tools:

1. Simple Percentage
2. Chi–square.

TABLE - 01
OPINION ABOUT THE PRICE OF AMMARUN CASTINGS

S.No.	Opinion	No. of Respondent	Percentage
1.	Very High	0	0
2.	High	3	4.3
3.	Normal	67	95.7
4.	Low	0	0
5.	Very low	0	0
	Total	**70**	**100.0**

     It is clear from the Table No.01 that 4.3% of the respondents think that the price of Ammarun castings is high and 95.7% of the respondents think that the price of Ammarun castings is normal.

TABLE -02
SATISFACTION WITH QUALITY OF THE PRODUCT

S.No.	Opinion	No. of Respondent	Percentage
1.	Always	0	0
2.	Most often	19	27.2
3.	Normally	43	61.4
4.	Not very often	8	11.4
5.	Rarely	0	0
	Total	**70**	**100.0**

     From the analysis it is noted that 27.2% of the respondents are most often satisfied with the quality of the product, 61.4% of the respondents are normally satisfied with the quality of the product and 11.4% of the respondents are not very often satisfied with the quality of the product.

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TABLE - 03
SATISFACTION WITH THE OVERALL SERVICE
PROVIDED BY THE COMPANY

S.No.	Opinion	No. of Respondent	Percentage
1.	Very highly satisfied	0	0
2.	Highly satisfied	7	10.0
3.	Satisfied	59	84.3
4.	Dissatisfied	4	5.7
5.	Highly dissatisfied	0	0
	Total	**70**	**100.0**

It is inferred from the Table No. 03 that 10.0% of the respondents are highly satisfied with the service of company, 84.3% of the respondents are satisfied with the service of company and 5.7% of the respondents are dissatisfied with the service of company.

CHI - SQUARE ANALYSIS

TABLE - 04
PERIOD OF TAKING THE FIRST SAMPLE OF BLUE PRINT AND PERIOD OF RESPONSE WHEN PROBLEM OCCURS
(TWO-WAY TABLE)

S.No.	Period of taking first sample	Period of Response			
		Immediately	2-5 days	> 5 days	
1	< 15 days	2	8	1	11
2	16 days to 1 month	18	29	10	57
3	> 1 months	0	0	2	2
	Total	**20**	**37**	**13**	**70**

-There is no significant relationship between period of taking the first sample from blue print and period of response when problems occur.
-There is a significant relationship between the period of taking the first sample from blue print and period of Response when problems occur.

CHI-SQUARE (χ^2) CALCULATION:

Calculated χ^2 value	=	10.794
Degree of freedom	=	4
Table value	=	9.488
Significant result	=	Significant at 5% level

INFERENCE

From the above analysis, we find that the calculated value of χ^2 is greater than the table value and hence, the null hypothesis rejected. So, there is a significant relationship between Period of taking the first Sample of Blue Print and Period of Response when Problem Occurs.

The period for making the first sample and the period of response when a quality problem occurs are both measures of the technical ability and customer focus of the organization. It is to be expected that these two factors are significantly related. This is confirmed by the χ^2 test result.

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TABLE - 05
SATISFACTION ABOUT QUALITY AND OVERALL SERVICE

S.No.	Extent of Satisfaction with quality	Level of satisfaction with overall service			Total
		Highly satisfied	Satisfied	Dissatisfied	
1	Most often	2	15	2	19
2	Normally	5	38	0	43
3	Not very often	0	6	2	8
	Total	**7**	**59**	**4**	**70**

-There is no significant relationship between the extent of satisfaction with quality and the level of satisfaction about the overall service.

-There is close relationship between respondent's extent of satisfaction with quality and the level of satisfaction about the overall service.

CHI-SQUARE (χ^2) CALCULATION:

Calculated χ^2 value	=	9.585
Degree of freedom	=	4
Table value	=	9.488
Significant result	=	Significant at 5% level

INFERENCE

From the above analysis, we find that the calculated value of χ^2 is greater than the table value and hence, the null hypothesis is rejected. So, there is a significant relationship between extent of satisfaction with quality and the level of satisfaction about the overall service.

FINDINGS OF THE STUDY

❖ It is clear from the analysis that 95.7% of the respondents think that the price of Ammarun castings is normal.

❖ From the analysis it is noted that 61.4% of the respondents are normally satisfied with the quality of the product.

❖ It is inferred from the analysis that 84.3% of the respondents are satisfied with the service of company.

❖ There is a significant relationship between period of taking the first sample of blue print and period of response when problem occur.

❖ There is a significant relationship between extent of satisfaction with quality and the level of satisfaction about the overall service.

SUGGESTION AND RECOMMENDATIONS

➢ The management needs to pay attention to the fact that 61.4% of the respondents feel that the quality of the product is normal. The management should take steps to increase the quality of the product.

➢ Care should be taken to improve the service efficiency that aids to retain the existing customers.

➢ Nearly 60% of the respondents felt that the organization can take two weeks to correct the quality problem, so the company can take care to minimize this response period.

CONCLUSION

From this analysis it is seen that the satisfaction level about the over-all service does not depend on response time or price but depends on the level of satisfaction with quality. It is therefore clear that the customer's perception about service level depends on their perception about quality.

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It is also seen that satisfaction level with quality depends on the rejection rates experienced by the customers. Therefore the company should make efforts to ensure that the rejection level at the customer end is minimized. This will improve the customer's perception about quality as well as service level.

Since the period of response and price levels do not influence perception about service level, it is adequate if the company maintains the present level but concentrate its effort in reducing rejections experienced by the customer.

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