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A STUDY ON CUSTOMER PREFERENCES TOWARDS VASAN EYE CARE, THANJAVUR

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A study of the customer satisfaction towards at vacant eye care hospital is an process which is monitor the current status about the public image of the vacant eye

eye care hospitals, Here the survey report should examine the results about customer satisfaction on the eye care services around the Thanjavur city, because the new inline services obviously makes only for surrounding people who are living nearer to Vacant Eye care located area. The customer satisfaction is one the major key point to develop their business and sales growth sufficiently; also it's a better idea to understand the current status of vacant eye care hospitals and its activities. Actually the survey about the customer satisfaction level is about identifying the customer needs and understanding their sense depending upon our services. Most of the terms about customer satisfaction survey plan identifies the customer needs to elaborate Vasan eye care service oriented plans as much better from the current level. Also the customer satisfaction analysis is useful to focus on competitor's activities to develop our public image effectively compare with others. The project study aims at understand the customer satisfaction about our eye care services. The tools used for analysis of this research are simple percentage analysis and Chi-square test. By important the study report gives a moral support to updates the current status of vacant eye care internal activities towards the promotion and development.

Customer Satisfaction, Vacant Eye Care, Medical Accessories.

مقدمة

has conducted a research to determine the growth (2011) velalaniP and efficiency of business through the customer satisfaction about the service. The hospitality is a great service oriented business in the real world, here the people expects more kindness from the employ- ees so that here we need to maintain rich level of customer satisfaction, so the research fully monitored the customer satisfaction on high proficiency. The result shows and proof nearly every business will benefit from having a high level of customer support but it's based on the satisfaction level of service from the us.

has done an exploratory study research with Shanthini (2012) Vijayan Eye care hospital. During the study period they have given extraordinary support about customers also they cooperated well and answered have best of their knowledge. This research helped the researcher for gaining practical experience is conductivity on service satisfaction. The major findings of this research have concluded the main aspects of customer satisfaction level.

conducted a research to analyze the different types (2013)gnesh iV of customers in Kannan eye hospital in Kumbakonam. For this purpose author took a sample of men and women from different categories from a survey of professionals in Kumbakonam conducted in The information collected with the help of questionnaires which was the author defined. The results showed that there are rich liability presents by the way of services in hospitals. The research holder concluded that the most important factors that the kindly approach of working professionals in hospital.

conducted a research with Dental Hospital customers.veen (2014) aN During the study period the customer have co-operated well and answered have best of their knowledge. This research helped the researcher for gaining practical experience is conductivity on service satisfaction. The major findings of this research are that the satisfaction level of customers in all situation, also it is found that the customer feel about prominent service of dental hospitals.

YLOGOTHODME HARCES4.RE YUDTS THE FO SUBJECTIVE 4.1

To understand the customer preferences of Vasan eye care in .1 tanjore.

MBLEROP THE FO TMENTEATS 4.2

vasan eye care world's largest eye care hospital, it has many number of clinics available around the world, they have clinics that specialize

Customer satisfaction is a business term which is used to capture the idea of measuring how satisfied an enterprise's customers are with the organization's efforts in a market place. Every organization has customers of some kind. The organization provides products of some kind t its customers through the mechanism of a marketplace. The products the organization provides are subject to competition whether by similar products or by substitution products.

Whether the buyer is satisfied after purchase depends on the offer's performance in relation to the buyer's expectations. In general, satisfaction is a person's feeling of pleasure (or) disappointment resulting from comparing a products perceived performance in relation to his or her expectations. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectation the customer is highly satisfied delighted the link between customer satisfaction and customer loyalty is not proportional.

WYIERE URETATER3.LI

defines customer satisfaction as "The (2004) Kanuk and chiffmanS individual's perception of the performance of the product or service in relation to his or her expectations".

has conducted a research to analyze the marketing (2009)ahunath R of labor Soap Company in kumbakonam city but here nearly 95% of the business growth and marketing based on the customer satisfaction on the product quality and its worth. The study normally gives the better ideal to enhance the business development by the ways of direct marketing in the demonstration of the quality of soaps in rural areas. The important segment has find from here, the role of marketing process has increased the sales ratio, For this purpose a sample of 250 family members was used to get marketing data report on the basis of how the product supports to fulfill their needs.

conducted a research to analyze the customer (2010) adhanurA satisfaction level in the service Malar Hospital Chennai. For this purpose a sample of n number of patients was used to get satisfaction level data report on the basis of how the hospital attracted themselves. Data were analyzed using descriptive statistics such as frequencies and percentages to present the main characteristics of the sample. Results showed that the customer satisfaction is only the key point to enhance the hospital promotion confidentially.

respondents prefer for Head Ache, 15% of respondents prefer for buying contact lenses, 17% of respondents prefer for EYE CARE.

NACTIOFSTISAABLE2: OVERALL T

geentaercP	entondpesro Of N	factionssativerall O
11%	12	Excellent
65%	66	Very good
19%	20	Fair
5%	6	Poor
100%	104	otalT

NTIOATRETERPIN

Among the 104 respondents, 11% of respondents rate the satisfaction level is Excellent, 65% of respondents rate the satisfaction level is Very Good, 19% of respondents rate the satisfaction level is Good, 5% of respondents rate the satisfaction level is poor.

EVICERSABLE3: CUSTOMER SUPPORT T

geentaercP	entondpesro Of N	customer vesgie vicerssupport
25%	26	briefly
14%	15	clear
57%	58	satisfactory
4%	5	not clear
100%	104	otalT

NTIOATRETERPIN

The table no 3 content, reveals that the customer support to the service, among the 104 respondents, 25% of respondents got the information briefly, 14% of respondents says its not cleared, 57% of respondents says it is satisfactory, 4% of respondents says it is not cleared.

ASSOCIATION FOR RELATIONSHIP THE AND ALTICPO THIWN ACTIOFSTISABETWEEN EVICERS ALLOVER

There is no significant association between): ough Hypothesis (HN optical and customer satisfaction with overall satisfaction with the vasan eye care.

There is significant association :)aH(e Hypothesis ativrnetlA between optical and customer satisfaction with overall satisfaction with the vasan eye care.

otalT	edfissatsid	otN edfissati	tusJ edfissati	y lulF edfissati	pticalO O vera ssatill faction edfisSati doery goV airF orpo otalT
41	1	2	29	9	
51	1	12	35	3	
10	3	5	2	0	
2	1	1	0	0	
104	6	20	66	12	

Calculated value = 39.2505

Degree of Freedom = 9

At 5% of significant level the table value is =16.919

in specific eye conditions . Vasan eye care expertise spans across 38 eye care specialties in tamilnadu - India. Vasan Eye Care is the only destination in India who does this services (Eye Specialist) and one among only 4 across the globe. There are Many other eye Specialties but Vasan eye care Main Specialty is customer care satisfaction. The survey report has to examine the current customer satisfaction level the level of customer satisfaction with the help of vasan eye care address the shortfalls.

YUDTS FO EPOCS 4.3

The project is to identify the "Customer satisfaction towards Vasan eye care services" keeping this objective in mind, question was framed to elicit information that provided us with the required answer. The collected data is analyzed in a systematic order to find the consumer preferences for enabling the organization to achieve its long run objective of maintaining the satisfaction.

NIGSED HARCESRE 4.4

Research is under taken with the idea to know about the customer satisfaction in Vasan eye care, Tanjavur .

The Sampling technique adopted for this study Sampling techniques: is simple random sampling.

The size of sample taken for this study is 104. ze:iS eSampl

The Researcher has collected the ctionelCol Data fo dethoM 4.5 primary data through the questionnaire. The questionnaire was distributed directly by the researcher to their customers.

s:iysanal for soloT 4.6

Y Simple Percentage Analysis

Y Chi-Square

YUDTS FO NTIOATLIMI .5

Y Accuracy of figures and data are subject to the customer's statements and views. However an attempt was made to get as much genuine information as possible.

Y The project was based on findings of data collected from Tanjavur only; it may not be possible to generalize the study from various towns and cities in India.

Y Though the number of customers is many only limited number of customers were surveyed considering the time and cost available at the disposal.

NTIOATRETERPINAND .SISYANAL ATA6. D

ARECABLE1: PREFERED SERVICES AT VASAN EYE T

geentaercP	sentondpesro Of N	evicSerPreferred
41%	42	Various type of eye problem
27%	28	Headache subject to eye problem
15%	16	Purchasing contact lens
17%	18	Eye checkup
100%	104	otalT

Among the 104 respondents, 41% of INTERPRETATION respondents prefer vasan eye care for Eye problem, 27% of

Consumer. Boston: McGraw-Hill. Cited in Willard Hom (2000), An Overview of Customer Satisfaction Models, RP Group Proceedings, California Community Colleges. P.101.
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Calculated value > Table Value

39.2505 > 16.919

E:INFERENC

There is significant association between optical and customer satisfaction with overall satisfaction with the vasan eye care. So Nullhypothesis (Ho) is rejected & Alternative hypothesis is accepted

ASSOCIATION BETWEEN THE NUMBER OF YEARS RECEIVING SERVICE AND THE SERVICES S IPERSON

ALUEVY NEOMBASD ON

There is no significant association between **ull Hypothesis (Ho): N** number of years a person is receiving service and the services based on money value.

There is significant association : **ah(e Hypothesis ativrnetlA** between number of years a person is receiving service and the services based on money value.

otalT	thanesss L 5year	year2	year1	ess L yearthan	Services VECof oney M evalu
37	3	11	21	2	entlelxcE
32	3	5	23	1	geveraA
26	0	8	17	1	Good
9	1	5	2	1	oroP
104	7	29	63	5	otalT

Calculated value =52.189

Degree of Freedom = 9

At 5% significance level the table value is 16.919

Calculated value > Table value

52.189 > 16.919

E:INFERENC

There is significant association between number of years a person is receiving service and the services based on money value. So Null hypothesis (Ho) is rejected & Alternative hypothesis is accepted.

استنتاج

This study was done to measure the customer satisfaction at vasaneye care,tanjavur.The study included the quality ,pricing, medication & consulting of the service provided by vasan eye care towards their customer. The study concludes that customers are very pleased towards the service provided & vasan eye care has a good opportunity to expand its franchise.

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