



# **International Journal Of Scientific And University Research Publication**

ISSN No **2017/2364**

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Listed & Index with  
**ISSN Directory, Paris**



**Multi-Subject Journal**



## A STUDY ON CUSTOMER SATISFACTION ON THE SALES AT ARINGNAR ANNA SUGARS, THANJAVUR

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### ABSTRACT

The sales force can be both a rich source of market intelligence and a key vehicle for implementing marketing strategy historically in many organisations, the sales function organisations, the sales function operated in tactical isolation from marketing strategy increasingly companies are exploring the advantages of integrating sales with marketing an approach which has been positively linked with improvements in business performance this study explores a specific aspect of the connection between sales and marketing integration and better performance.

**KEYWORDS :** Sales strategy marketing strategy sugar industry consumer industry.

### INTRODUCTION

Marketing strategy is the goal of increasing sales and achieving sustainable competitive advantages. Marketing strategy includes all basic and long-term activities in the field of marketing that deals with the analysis of the strategic initial situation of a company and the formulation evaluation and selection of market oriented strategy and therefore contribute for the goals of the company. Marketing strategies serve as the fundamental underplaying of marketing plans designed to fill market needs and reach marketing objectives, plans and objectives are generally tested for measurable results marketing strategy involves careful and precise scanning of the internal and external environments. Internal environments factors include the marketing mix and marketing mix modeling plus performance analysis and strategic constraints, external environment factors include customer analysis competitor analysis target market analysis as well as evaluation of any elements of the technological economic cultural or political /log all environment likely to impact success.

#### OBJECTIVES Primary objective:

To study on marketing strategy of sugar with reference to sales at Aringnar Anna sugar, Thanjavur.

#### Secondary objectives:

To study the importance criteria the customer to purchase Aringnar Anna Sugars, Thanjavur.

To analyze the service rendered and level of customer satisfaction through delivery process

### REVIEW OF LITERATURE

(Michael Baker 2008) It is the modus operandi that allows an organization to concentrate its limited resources on the best available opportunities to increase sales and achieve a sustainable competitive advantage.

(Movado 2000) says that marketing strategy has been a salient focus of academic inquiry.

(Li et al 2000) says that there are numerous definitions of marketing strategy in the literature and such definitions reflect different perspectives.

(Orville and Walker 2008; Teodosia, Lemonades, 2003; Kotler, Armstrong, 2009) says that a traditional definition of marketing strategy is a plan for pursuing the firm's objectives or how the company is going to obtain its marketing goals with a specific market segment.

Brodrechtova (2008) explains that marketing strategy is a roadmap of how a firm assigns its resource and relates to its environment and achieves corporate objective in order to generate economic value

and keep the firm ahead of its competitors.

D.K. Pane et al (2005) examined various process and economics of refined sugar production followed by the Indian sugar industry and also made an attempt to explain the efficient manner By-products utilization. The concluding remark was if the By-products of the industry were utilized properly the sugar production cost could be reduced.

### STATEMENT OF THE PROBLEM

Small business owners who are concerned about their sales and marketing capabilities could begin to see improvement by breaking down the term "sales and marketing" into discrete manageable elements you end up with a checklist that can be reviewed in order to prioritize areas needing improvement a checklist that will serve as the ground work for an effective marketing strategy.

### RESEARCH DESIGN Sampling technique:

Sampling is the selection of some part of an aggregate to totality on the basis of which a judgment about the aggregate or totality is made. Convenient sampling was used in this project.

**Sample size:** 102

**Data collection:** Questionnaire method.

**Tools analysis:** simple percentage and chi-square test tools have been used to analyze the data. The data has been interpreted with the help of bar diagrams.

### LIMITATION:

As the time is just 4 weeks for the study, the survey is confined to Thanjavur district only.

The result of the research depends upon data collected and analysis. So if any data from respondent data from respondent affect research findings.

### DATA ANALYSIS AND INTERPRETATION

**TABLE 1: COST OF SUGAR**

| Cost of sugar       | No. of respondents | Percentage |
|---------------------|--------------------|------------|
| Highly satisfied    | 33                 | 32         |
| Satisfied           | 62                 | 61         |
| Highly dissatisfied | 5                  | 5          |
| Dissatisfied        | 2                  | 2          |
| <b>Total</b>        | <b>102</b>         | <b>100</b> |

**Inference:**

From the above table it is clear that 61t% of the respondents said satisfied, 32% of the respondents said that highly satisfied, 5% of the respondents said that there is highly dissatisfied of cost of sugar and remaining 2% of the respondents said dissatisfied of cost of the sugar.

**TABLE 2: SALES AND SERVICES**

| Sales & services    | No. of respondents | Percentage |
|---------------------|--------------------|------------|
| Highly satisfied    | 35                 | 34         |
| Satisfied           | 53                 | 52         |
| Highly dissatisfied | 12                 | 12         |
| Dissatisfied        | 2                  | 2          |
| <b>Total</b>        | <b>102</b>         | <b>100</b> |

**Inference:**

From the above table, it is clear that 52% of the respondents said satisfied, 34% of the respondents said highly satisfied, 12% of the respondents are said highly dissatisfied and remaining 2% of the respondents said dissatisfied with sales and service.

**TABLE 3: LEVEL OF CUSTOMER SATISFACTION WITH DELIV- ERY PROCESS**

| Customer Satisfaction with Delivery process | No. of respondents | Percentae  |
|---------------------------------------------|--------------------|------------|
| Highly satisfied                            | 27                 | 26         |
| Satisfied                                   | 53                 | 52         |
| Moderate                                    | 22                 | 22         |
| Dissatisfied                                | 0                  | 0          |
| <b>Total</b>                                | <b>102</b>         | <b>100</b> |

**Inference:**

From the above table it is clear that 26% of the respondents Say highly satisfied with the level of customer satisfaction through delivery process, 52% of the respondents say satisfied, 22% of the respondents say moderate.

**TABLE 4: EFFECTIVE IN PROVIDING SERVICE**

| Effective in providing service | No. of respondents | Percentage |
|--------------------------------|--------------------|------------|
| Highly satisfied               | 24                 | 23         |
| Satisfied                      | 70                 | 69         |
| Dissatisfaction                | 0                  | 0          |
| Highly dissatisfaction         | 8                  | 8          |
| <b>Total</b>                   | <b>102</b>         | <b>100</b> |

**Inference:**

From the above table, it is clear that 69% of the respondents said that satisfied with their providing service, 23% of the respondents said that satisfied with their providing service, 8% of the respondents said that satisfied with their providing service.

**TABLE 5: HOLDING STOCK OF SUGAR**

| Other brands | No. of respondents | Percentage |
|--------------|--------------------|------------|
|              |                    |            |

|               |            |            |
|---------------|------------|------------|
| Totally agree | 18         | 18         |
| Agree         | 57         | 56         |
| Neutral       | 27         | 26         |
| Disagree      | 0          | 0          |
| <b>Total</b>  | <b>102</b> | <b>100</b> |

**Inference:**

From the above table, it is clear that 56% of the respondents said agree with AA sugar different than other brands, 26% AA sugar different than other brands, 18% AA sugar different than holding sugar stock.

**TABLE 6: COUPON**

| Coupons       | No. of respondents | Percentage |
|---------------|--------------------|------------|
| Totally agree | 12                 | 12         |
| Agree         | 60                 | 59         |
| Neutral       | 28                 | 27         |
| Disagree      | 2                  | 2          |
| <b>Total</b>  | <b>102</b>         | <b>100</b> |

**Inference:**

From the above table, it is clear that 59% of the respondents said that there coupons are provided as AA sugar, 27% of the respondents said that there coupons are provided as AA sugar , 2% of the respondentssaid that there coupons are provided.

**ASSOCIATION BETWEEN COST OF SUGAR AND CUSTOMER SATISFACTION WITH SALES AND SERVICES USING CHI- SQUARE TEST**

**Null hypothesis (Ho):** There exists no significant association in cost of sugar sales and customer satisfaction with service in AA sugar.

**Alternative hypothesis (Ha):** There exists significant association cost of sugar and customer satisfaction with sales and service in AA sugar.

**TABLE: 7**

| Cost of sugar                       | Highly satisfied | Satisfied | Highly dissatisfied | Dissatisfied | Total      |
|-------------------------------------|------------------|-----------|---------------------|--------------|------------|
| Satisfaction with sales and service |                  |           |                     |              |            |
| <b>Highly satisfied</b>             | 2                | 28        | 3                   | 1            | <b>34</b>  |
| <b>Satisfied</b>                    | 32               | 22        | 7                   | 0            | <b>61</b>  |
| <b>Highly dissatisfied</b>          | 0                | 2         | 2                   | 1            | <b>5</b>   |
| <b>Dissatisfied</b>                 | 0                | 2         | 0                   | 0            | <b>2</b>   |
| <b>Total</b>                        | <b>34</b>        | <b>54</b> | <b>12</b>           | <b>2</b>     | <b>102</b> |

Calculated value= 41.5

Degree of freedom= 9

The table value at 5% level of significance is 16.919.

Calculated value of chi-square (41.5) is greater than the table value of

chi-square (16.919). So accept the alternative hypothesis and reject the null hypothesis.

There exists significant association between cost of and sales and services

#### ASSOCIATION BETWEEN SATISFACTION THROUGH DELIVERY PROCESS AND PROVIDING SERVICE USING CHI-SQUARE TEST

**Null hypothesis (Ho):** There is no significant association between level of customer satisfaction through delivery process and providing service.

**Alternative hypothesis (Ha):** There is significant association between level of customer satisfaction through delivery process and providing service.

**TABLE: 8**

| Satisfaction through delivery process | Highly satisfied | Satisfied | Dis-satisfied | Highly dissatisfied | Total      |
|---------------------------------------|------------------|-----------|---------------|---------------------|------------|
| Providing service                     |                  |           |               |                     |            |
| Highly satisfied                      | 8                | 18        | 0             | 1                   | 27         |
| Satisfied                             | 10               | 37        | 0             | 6                   | 53         |
| Dissatisfied                          | 6                | 15        | 0             | 1                   | 22         |
| Highly dissatisfied                   | 0                | 0         | 0             | 0                   | 0          |
| <b>Total</b>                          | <b>24</b>        | <b>70</b> | <b>0</b>      | <b>8</b>            | <b>102</b> |

Calculated value: 11.727

Degree of freedom = 9

The table value at 5% level of significant is 16.919.

Calculated value is less than table value. So the reject alternative hypothesis and accept the null hypothesis.

There is no significant association between level of customer satisfaction through delivery process and providing service.

#### ASSOCIATION BETWEEN HOLDING STOCK OF SUGAR AND DELIVERY DEMAND

**Null hypothesis (Ho):** There is no significant association between level of strategy level of strategy of sugar assign the delivery and satisfied when deals to the factory.

**Alternative hypothesis (Ha):** There is significant association between level of strategy level of strategy of sugar assign the delivery and satisfied when deals to the factory.

| Holding stock of sugar | Highly satisfied | Satisfied | Dis-satisfied | Highly Dissatisfied | Total |
|------------------------|------------------|-----------|---------------|---------------------|-------|
| Delivery demand        |                  |           |               |                     |       |

| Highly satisfied    | 1  | 25 | 4  | 0 | 30  |
|---------------------|----|----|----|---|-----|
| Satisfied           | 16 | 20 | 10 | 0 | 46  |
| Dissatisfied        | 5  | 16 | 4  | 0 | 25  |
| Highly dissatisfied | 0  | 0  | 0  | 1 | 1   |
| Total               | 22 | 61 | 18 | 1 | 102 |

Calculated value: 17.632

Degree of freedom = 9

The table value at 5% level of significant is 16.919.

Calculated value is greater than table value. So accept the alternative hypothesis and reject the null hypothesis.

There is significant association between level of strategy level of strategy of sugar assign the delivery and satisfied when deals to the factory.

## CONCLUSION

This paper is a study on the marketing strategy with regards to sales in Aringnar Anna sugars. The study was to analyse the various sales marketing like providing various financial schemes which will improve sales having a very effective distribution channel which is another strategy being used along with benefits for the rural community alongside the sugar factory to flourish i conclude by saying that AA sugar factory have very good sales marketing strategies to increase its profit.

## ref\_str

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