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P-2935

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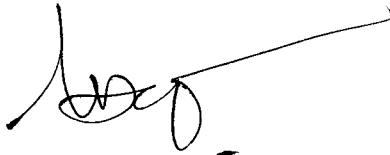
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- To find out the actual needs of customers
- To find out the ways and means to keep the customers satisfied

The Questionnaires were sent to customers located in Tamil Nadu and Kerala by post , in person and through e-mails and data collected for analysis. The analysis was done through frequencies , frequency tables and Percentage analysis and the results are tabulated. I have targeted an audience of 100 customers ( size of the population ) from which I received responses from 27 customers ( size of the sample ). The sampling method used was convenient type under the non – probability method of sampling.

The interpretation was derived after careful data analysis. It is found that the satisfaction level of customers using Thermax Vapour Absorption Machines was exceptionally high which indicates that they are happy with the Product as well as Service. However , with regards to price , 22% of the Customers are found to be dissatisfied or highly dissatisfied and 37% of the Customers are in the range of neither satisfied nor dissatisfied. In total , 59% of the customers are not happy with the price of the product.

Hence , it is suggested that Thermax should concentrate on the pricing policy of the product so that those not-so-happy customers becomes happy.

**G.M.VARADHARAJAN**

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**G.M.VARADHARAJAN**

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## LIST OF ABBREVIATIONS

<b>Shortcut</b>	<b>Abbreviations</b>
VAM	Vapour Absorption Machine
SBU	Strategic Business Unit
CFC	Chloro Flouro Carbon
HCFC	Hydro Chloro Flouro Carbon
ACD	Absorption Cooling Division
CO <sub>2</sub>	Carbon Di Oxide
Deg. C	Degrees Centigrade
ACSI	American Customer Satisfaction Index
GDP	Gross Domestic Product
PCE	Personal Consumption Expenditure
SERVQUAL	SERVice QUALity
RATER	Reliability , Assurance , Tangibles , Empathy , Responsiveness

## CHAPTER 1

### INTRODUCTION

The Project titled “ **A study on customer satisfaction with Thermax make centralized Air Conditioning equipments** “ is selected to find out the satisfaction level of customers who are using Thermax Vapour Absorption Machines for both comfort and process cooling applications in Tamil Nadu and Kerala. In this chapter , we will briefly go through the Organization profile of M/s Thermax Limited , need for the study , Objective Scope and finally , the expected deliverables of the project.

#### 1.1. ORGANIZATION PROFILE

Thermax is a global solution provider in energy and environment engineering. It offers products and services in heating, cooling, waste heat recovery, captive power, water treatment and recycling, waste management and performance chemicals. Thermax brings its rich experience gained from customer engagements around the world. Through technology partnerships and strategic alliances, it provides superior value to help industry perform efficiently and profitably. With a dedicated sales & service network spread over South East Asia, Middle East, Africa, Russia, India, UK and the US, Thermax ensures innovative solutions and reliable support for client's business improvement.

The Cooling SBU of Thermax promotes Lithium Bromide Vapour Absorption Machines (VAMs) as a cost effective alternative to electricity driven compression chillers. These machines find application in variety of industries as well as commercial buildings for Process cooling and Air-conditioning. Thermax VAMs are driven by heat sources like Steam, Hot water, Gaseous or Liquid fuels, Exhaust gases or a combination of any of these fuels . These machines offer outlet temperature down to 0 Deg. C which is a rare feat achieved by Thermax in the industry. For Sub-Zero applications, Thermax offers Ammonia VAMs which are driven by Steam, Hot Water, Engine Exhaust and Gaseous fuels. The company has established its credentials with more than 3500 installations in

over 60 countries across the globe. Approximately half of the machines produced are exported to various countries which includes Americas, UK, Germany, Spain, Australia, Portugal, Hungary, Denmark, Saudi Arabia, UAE, Egypt, Thailand, Philippines, Indonesia, Malaysia Sri Lanka, Russia and China.

As a global player, Thermax has singularly focussed on improving absorption cooling technology from the twin angles of reliability and efficiency. Thermax expertise in integrating energy systems to provide total solution to the customer gives it a cutting edge over other players. Our experience with process heat and variety of fuels help us customise the vapor absorption machines which mesh with overall energy system of the customers. In alignment with our motto of conserving energy and preserving the environment, Thermax chillers are eco-friendly and do not use harmful refrigerants like CFCs and HCFCs.

Thermax can be contacted at :



**THERMAX LIMITED**  
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**Web : [www.thermaxindia.com](http://www.thermaxindia.com)**

## 1.2. PROBLEM IDENTIFIED

I have selected the the topic of “ **A study on customer satisfaction with Thermax make centralized Air Conditioning equipments** “ to find out the satisfaction level of customers who are using **Thermax Vapour Absorption Machines ( VAMs )** for both comfort and process cooling applications in Tamil Nadu and Kerala.

## 1.3. ABOUT THERMAX VAPOUR ABSORPTION MACHINES

### 1.3.1. ABSORPTION COOLING – OVERVIEW.

Global power crises, a move towards distributed power and environmental concerns of CFCs, HCFCs and CO<sub>2</sub> emissions, Absorption Cooling has emerged as a viable alternative to the conventional electrical machines used till recently.

**Absorption cooling has many advantages over conventional electric cooling equipment.**

- Operation on heat energy with significantly lower operating costs
- Negligible maintenance with correspondingly lower downtime costs
- Noiseless operation and so suitable for several environments
- Lower life cycle costs compared to electrical machines
- Uses water instead of greenhouse gases.
- No moving parts and so inherent reliability increases.

Absorption machines produce chilled water upto 3.5 °C and brine up to 0 °C, using various forms heat energy sources like steam, hot water, waste heat, or oil/gas in direct fired mode. These low-grade energy sources substantially reduce the cost of operation, making absorption machines the most viable option for cooling. These machines are eco-friendly as they do not use synthetic refrigerants like CFCs/HCFCs, instead, they use water as the refrigerant.

### 1.3.2. PRINCIPLE OF ABSORPTION COOLING

The two basic principles on which all air conditioning and refrigeration plants operate are :

- 1) When a liquid evaporates, it absorbs heat, and when it condenses it gives up that heat. This heat is called the latent heat of evaporation, and latent heat of condensation respectively.
- 2) Boiling point of liquid is directly proportional to Pressure. ( i.e. ) Boiling point increases as pressure increases and Boiling point decreases if pressure decreases. For example, at atmospheric pressure (760 mm of Hg absolute) water boils at 100 Deg.C and at 6 mm Hg absolute pressure it boils at 3.7 Deg.C only.

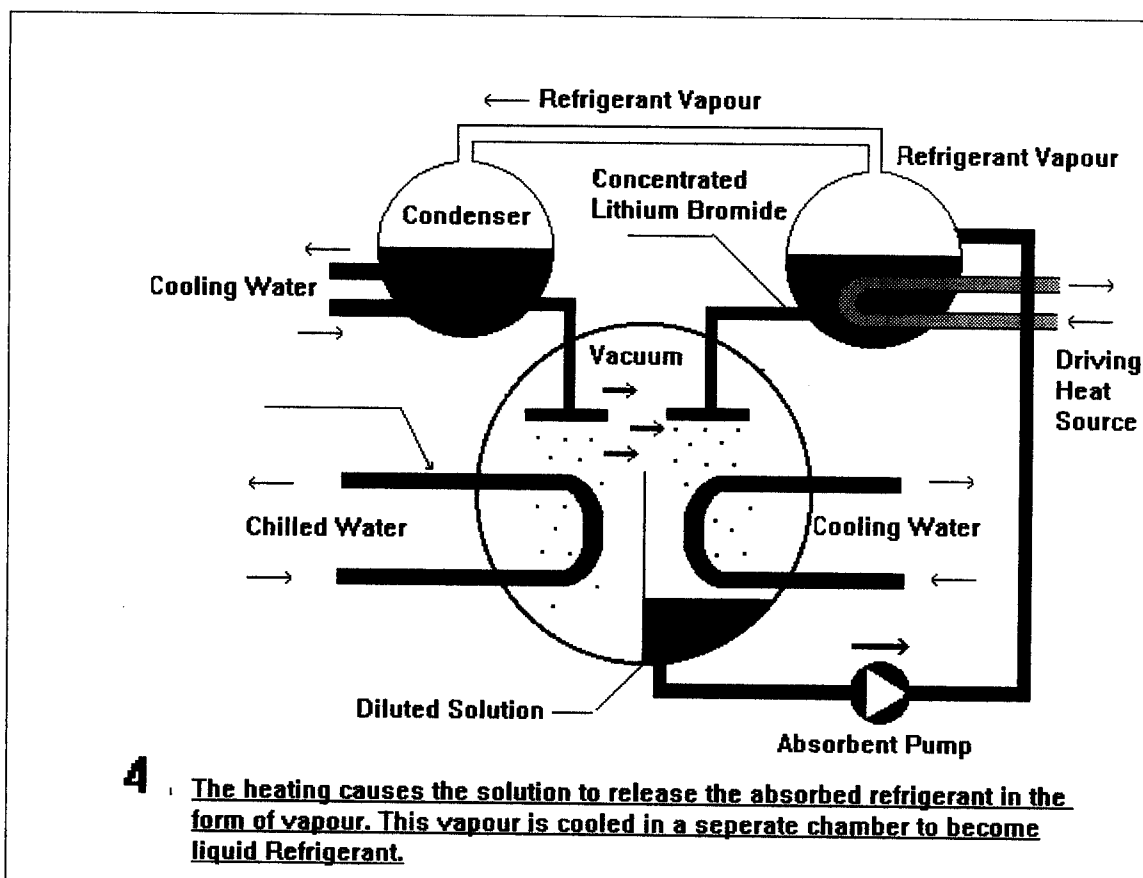
### 1.3.3. HOW VAPOUR ABSORPTION MACHINE WORKS...

In the Vapour Absorption Chillers, a low pressure (vacuum) is maintained in the Evaporator. At this pressure the refrigerant boils at very low temperature. This boiling causes the refrigerant to absorb heat from the medium being cooled, thus, lowering the temperature.

On absorbing the heat the refrigerant gets vapourised. The refrigerant vapours thus formed tend to increase the pressure in the vessel. This will in turn increase the boiling temperature and the desired cooling effect will not be obtained. So, it is necessary to remove the refrigerant vapours from the vessel.

A liquid having affinity towards the refrigerant vapour is sprayed in the absorber which absorbs the vapour and maintains the low pressure in the shell. As the absorbent absorbs the refrigerant vapour, it becomes dilute & loses its capacity to further absorb refrigerant vapours.

**Fig 1.1. How a Vapour Absorption machine works...**



To maintain continuous cycle, it is essential that the absorbent is enriched to its original level of concentration and the refrigerant vapours are condensed back to the liquid. This is achieved by pumping the dilute solution continuously from absorber to the generator. In the generator the addition of heat boils off the refrigerant from the absorbent and the absorbent regains its original level of concentration. The re-concentrated absorbent returns to the absorber to resume the absorption process.

The refrigerant vapour released in the generator flows to the condenser. In the condenser cooling water is circulated through the coils, which picks up the heat carried by the refrigerant vapour and vapour condenses back to the liquid phase. The condensed liquid is returned back to the evaporator thus completing the absorption cycle.

## 1.4. ABOUT CUSTOMER SATISFACTION

### 1.4.1. CUSTOMER SATISFACTION – DEFINITION

**Customer satisfaction** , a key business term , is a measure of how products and services supplied by a company meet or surpass customer expectations. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

### 1.4.2. MEASURING CUSTOMER SATISFACTION

Organizations are increasingly interested in retaining existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

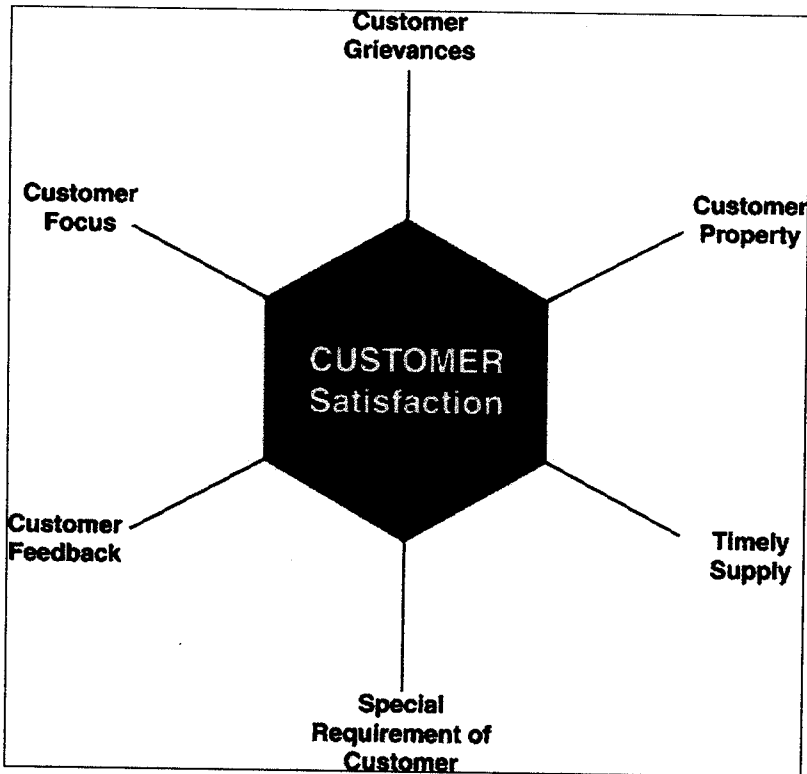
Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviours such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

The usual measures of customer satisfaction involve a survey with a set of statements using a Likert scale. The customer is asked to evaluate each statement and in term of their perception and expectation of performance of the organization being measured. I have used a customer satisfaction survey with set of 15 questions targeted at each customer. A copy of the questionnaire used is given in **Appendix 1**.

### 1.4.3. DIMENSIONS OF CUSTOMER SATISFACTION

Figure 1.2 shows a diagrammatic representation of Customer Satisfaction indicating the various dimensions of customer satisfaction.

**Fig. 1.2. Dimensions of Customer Satisfaction.**



### 1.5. NEED FOR THE STUDY

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms.

Organizations are increasingly interested in retaining existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. Hence, it is necessary for an organization to find out the satisfaction levels of its customers to sustain in the market.



## 1.6. OBJECTIVE OF THE STUDY

- To identify satisfaction level of customers who are using Thermax Vapour Absorption Machines
- To increase the sales volume of Thermax products
- To retain existing customers
- To find out the actual needs of customers
- To find out the ways and means to keep the customers satisfied

## 1.7. SCOPE OF THE STUDY

The above study is carried out on customers who are using Thermax Vapour Absorption machines for their requirements of comfort cooling ( Air Conditioning ) as well as Process cooling applications in the states of Tamil Nadu and Kerala.

## 1.8. DELIVERABLES

The deliverables will be based on the analysis and interpretation of data collected through questionnaires in the form of customer satisfaction surveys. After careful analysis , the deliverables will be in the form of suggestions , recommendations and corrective measures in order to improve the overall business of the Organization and also to see the customer's delight.

## CHAPTER 2

### LITERATURE SURVEY

#### 2.1. REVIEW OF LITERATURE

A great number of publications were found during this literature review that were specifically devoted to Customer satisfaction. Some of the Literatures that were reviewed on this topic is produced below :

- 1) The University of Michigan's **American Customer Satisfaction Index (ACSI)** is a scientific standard of customer satisfaction. Academic research has shown that the national ACSI score is a strong predictor of Gross Domestic Product (GDP) growth, and an even stronger predictor of Personal Consumption Expenditure (PCE) growth. On the microeconomic level, research has shown that ACSI data predicts stock market performance, both for market indices and for individually traded companies. Increasing ACSI scores has been shown to predict loyalty, word-of-mouth recommendations, and purchase behavior. The ACSI measures customer satisfaction annually for more than 200 companies in 43 industries and 10 economic sectors. In addition to quarterly reports, the ACSI methodology can be applied to private sector companies and government agencies in order to improve loyalty and purchase intent.
- 2) The **Net Promoter score** is a management tool that can be used to gauge the loyalty of a firm's customer relationships. It serves as an alternative to traditional customer satisfaction research. Companies obtain their Net Promoter Score by asking customers a single question (usually, "How likely is it that you would recommend us to a friend or colleague?"). Based on their responses, customers can be categorized into one of three groups: Promoters, Passives, and Detractors. In the net promoter framework, Promoters are viewed as valuable assets that drive profitable growth because of their repeat/increased purchases, longevity and referrals, while Detractors are seen as

liabilities that destroy profitable growth because of their complaints, reduce purchases/defection and negative word-of-mouth. Companies calculate their Net Promoter Score by subtracting their % Detractors from their % Promoters.

- 3) The **Kano model** is a theory of product development and customer satisfaction developed in the 1980's by **Professor Noriaki Kano** that classifies customer preferences into five categories: Attractive, One-Dimensional, Must-Be, Indifferent, Reverse. The Kano model offers some insight into the product attributes which are perceived to be important to customers. Kano also produced a methodology for mapping consumer responses to questionnaires onto his model.
- 4) **SERVQUAL** is a service-quality framework that has been incorporated into customer-satisfaction surveys (e.g., the revised Norwegian Customer Satisfaction Barometer ) to indicate the gap between customer expectations and experience.
- 5) **The RATER Model**

The best way of obtaining a better understanding of your customers' needs and expectations is to ask them. However, before you do this, it is useful to put some work into obtaining a view of your services from your customers' perspective. The RATER Model can be used to do this.

Many support service areas in Monash have begun to use the RATER model as a means of structuring their customer research. This model, developed by Zeitham et al (1992), defines five dimensions that customers are believed to consider in their assessments of service quality:

Table 2.2. RATER Model on Customer Satisfaction

<b>(a) Reliability</b>	Ability to perform the service dependably and accurately.
<b>(b) Assurance</b>	Employees' knowledge and courtesy and their ability to inspire trust and confidence.
<b>(c) Tangibles</b>	Appearance of physical facilities, equipment, personnel and communication materials.
<b>(d) Empathy</b>	Caring, individualised attention given to customers.
<b>(e) Responsiveness</b>	Willingness to help customers, provide prompt service and solve problems.

These five dimensions have been found to be relevant for a wide range of organisations and sectors including universities, although the importance of each dimension will vary from industry to industry. The model is used by organisations to identify and assess customer expectations, to plan and improve services, and to measure customer satisfaction.

- 6) **J.D. Power and Associates** provides another measure of customer satisfaction, known for its top-box approach and automotive industry rankings. J.D. Power and Associates' marketing research consists primarily of consumer surveys and is publicly known for the value of its product awards.
- ⋮
- 7) Other research and consulting firms have customer satisfaction solutions as well. These include **A.T. Kearney's** Customer Satisfaction Audit process, which incorporates the Stages of Excellence framework and which helps define a company's status against eight critically identified dimensions.

8) One of the newest and most innovative customer satisfaction measurement methodologies is called **Gustometria**. Gustometria is real time measurement of customer and employee satisfaction. Customers are invited to answer a short survey by touching the "gustometer" screen with their fingers. The responses are collected immediately by the Gustometria servers which tabulate the results in real time. Management can then log into their private website and use the sophisticated business intelligence reports which are built in to the Gustometria system.

## 2.2. RESEARCH GAP

In the preceding paragraphs , we have seen reviews of some of the most popular literatures available on the subject of customer satisfaction. In doing this review , it was evident that this research would be important in contributing to studies on this subject. Moreover , this research on customer satisfaction will further throw a light on this subject.

## CHAPTER 3

### METHODOLOGIES

#### 3.1. TYPE OF RESEARCH

I have used **descriptive type of research** for the selected topic. Descriptive research is used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables or conditions in a situation. The methods involved range from the survey which describes the status quo, the correlation study which investigates the relationship between variables, to developmental studies which seek to determine changes over time.

The descriptive studies present data in a meaningful form and thus helps to understand the characteristics of a group in a given situation. It enables to think systematically about the aspects in a given situation. It offers ideas for further research and help to make simple decisions. A simplest descriptive research will be in the form of surveys ( Eg. , Customer satisfaction surveys ).

#### 3.2. METHOD OF DATA COLLECTION

Most of the research studies carried out for solving business problems require the researcher to depend on primary data. Hence , the data collection method used for this research is by using **primary data**. One of the way of collecting primary data is through **questionnaires**. I have used a questionnaire to collect data from the customers.

A questionnaire is a formalized framework consisting of a set of questions and scales designed to generate primary raw data. It is a pre-formulated written set of questions to which the respondents record their answers. The answers are mostly chosen by a respondent from within the closely designed alternatives.

### 3.3. TARGET RESPONDENTS

The target respondents or the sources of data collection are the **customers who are using Thermax Vapour Absorption Machines** for their comfort cooling ( Air Conditioning ) or process cooling applications throughout the states of Tamil Nadu and Kerala.

### 3.4. ASSUMPTIONS , CONSTRAINTS AND LIMITATIONS

The target respondents or customers are who are using Thermax Vapour Absorption Machines ( VAMs ) throughout the states of Tamil Nadu and Kerala. Here , we have assumed that they are currently using the Vapour Absorption Machines for their comfort cooling or process cooling applications.

The constraint here is that some of the customers may not be running the VAMs currently meaning that they may have shut down the VAMs or relocated the factory or even the factory itself may have been locked out for various reasons.

The limitation here is that I have selected the area of southern India and that too only the states of Tamil Nadu and Kerala. The results of this analysis will hold good for these two states only and not the whole of India.

### 3.5. SAMPLING METHODS

A **sample** is the group of people whom we select to be in our study or research. There are basically two methods of sampling a population. One is the probability sampling or random sampling and the other is the non – probability or non – random sampling. I have selected the **non – probability or non – random sampling method** for the data collection. In this method again , I have selected the **convenient sampling method**. In convenient sampling method , the sample is selected because they are convenient. Here we are taking samples are customers using Thermax VAMs only from the states of Tamil Nadu and Kerala.

### 3.6. SAMPLE SIZE AND POPULATION SIZE

The population are the customers who are using Thermax VAMs for their comfort cooling and process cooling applications throughout the states of Tamil Nadu and Kerala. The size of the population is approximately 100.

A sample is a subset or subgroup of a population. It comprises some members selected from it. Only some and not all elements of the population form the sample. In this case, 27 customers are selected from the population of 100 customers. Hence, the size of the sample is 27. From the study of 27 customers, we can draw conclusion about the entire population of 100 customers. The list of 27 customers who form the sample is given in **Appendix 3**.

### 3.7. DATA PROCESSING

The data is collected from 27 customers using the questionnaire as given in **Appendix 1** and the collected data are coded, formatted, stored and tabulated. The tabulated data is shown in **Appendix 4**.

### 3.8. TOOLS FOR ANALYSIS

The following are the tools used for analysis of the collected data :

- Descriptive statistics
- Frequency tables
- Percentage analysis



## CHAPTER 4

### DATA ANALYSIS AND INTERPRETATION

#### 4.1. INTRODUCTION

**Data analysis** is a process of gathering, modelling, and transforming data with the goal of highlighting useful information, suggesting conclusions, and supporting decision making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains.

#### 4.2. DATA ANALYSIS AND INTERPRETATION METHODOLOGIES

In this research , I have used 15 independent variables as given in **Appendix 2** for each of the 27 customers given in **Appendix 3** and collected the data using the questionnaire given in **Appendix 1**. The data was coded , formatted , stored and tabulated as given in **Appendix 4**.

For data analysis , I have used descriptive statistics to get meaningful information. **Descriptive Statistics** are used to describe the basic features of the data gathered from experimental study in various ways. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data. It is necessary to be familiar with primary methods of describing data in order to understand phenomena and make intelligent decisions. Various techniques that are commonly used are classified as :

- Graphical displays of the data in which graphs summarize the data or facilitate comparisons.
- Tabular description in which tables of numbers summarize the data.
- Summary statistics (single numbers) which summarize the data.

### 4.3. DESCRIPTIVE STATISTICS

#### 4.3.1. FREQUENCIES

In statistics , the **frequency** of an event is the number of times the event occurred in experiment or the study. These frequencies are often graphically represented in histogram

In the following tables , N is the **valid sample size** out of the total sample size of customers and **missing** indicates that the samples or the customers have given reply as **response** to each specific variable.

Table 4.1. Description of variables

		OVERALL SATISFACTION WITH THERMAX AS A SUPPLIER	RECOMMEND THERMAX PRODUCTS TO FRIENDS/RELATIVES	REPURCHASE THERMAX PRODUCTS FOR OWN USE	QUALITY OF RELATIONSHIP WITH THERMAX	SATISFACTION WITH REGARD TO CUSTOM SERVICE
N	Valid	27	27	25	27	27
	Missing	0	0	2	0	0

		SATISFACTION WITH REGARDS TO PRICE	SATISFACTION WITH REGARDS TO VALUE	LEVEL OF SATISFACTION DURING RECENT CONTACT	SATISFACTION WITH REGRDS TO AVAILABILITY	CAPABILITY ENGINEERS
N	Valid	27	26	26	26	27
	Missing	0	1	1	1	0

		OVERAL KNOWLEDGE ABOUT THE PROBLEM	REPRESENTATIVE'S COURTESY	REPRESENTATIVE'S HELPFULLNESS	REPRESENTATIVE'S ABILITY TO RESOLVE ISSUES	HOW LONG E A CUSTOMER THERMAX
N	Valid	27	27	27	27	27
	Missing	0	0	0	0	0

#### 4.3.2. FREQUENCY TABLES

A frequency table is a way of summarising a set of data. It is a record of how often each value (or set of values) of the variable in question occurs. It may be enhanced by the addition of percentages that fall into each category.

A frequency table is used to summarise categorical, nominal, and ordinal data. It may also be used to summarise continuous data once the data set has been divided up into sensible groups.

In the following tables , both the frequencies and the percentages for the given N number of customers for each particular variable is shown :

Table 4.2. Overall satisfaction with Thermax as a supplier

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HIGHLY SATISFIED	1	3.7	3.7	3.7
	SATISFIED	24	88.9	88.9	92.6
	NEITHER SATISFIED NOR DISSATISFIED	1	3.7	3.7	96.3
	HIGHLY DISSATISFIED	1	3.7	3.7	100.0
	Total	27	100.0	100.0	

Table 4.3. Recommend Thermax products to friends / relatives

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EXCELLENT	2	7.4	7.4	7.4
	VERY GOOD	11	40.7	40.7	48.1
	GOOD	11	40.7	40.7	88.9
	FAIR	2	7.4	7.4	96.3
	POOR	1	3.7	3.7	100.0
	Total	27	100.0	100.0	

Table 4.4. Repurchase Thermax products for own use

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EXCELLENT	1	3.7	4.0	4.0
	VERY GOOD	8	29.6	32.0	36.0
	GOOD	13	48.1	52.0	88.0
	FAIR	2	7.4	8.0	96.0
	POOR	1	3.7	4.0	100.0
	Total	25	92.6	100.0	
Missing	NO RESPONSE	2	7.4		
	Total	27	100.0		

Table 4.5. Quality of relationship with Thermax

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EXCELLENT	2	7.4	7.4	7.4
	VERY GOOD	10	37.0	37.0	44.4
	GOOD	13	48.1	48.1	92.6
	FAIR	1	3.7	3.7	96.3
	POOR	1	3.7	3.7	100.0
	Total	27	100.0	100.0	

Table 4.6. Satisfaction with regard to customer service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HIGHLY SATISFIED	5	18.5	18.5	18.5
	SATISFIED	19	70.4	70.4	88.9
	NEITHER SATISFIED NOR DISSATISFIED	2	7.4	7.4	96.3
	HIGHLY DISSATISFIED	1	3.7	3.7	100.0
	Total	27	100.0	100.0	

Table 4.7. Satisfaction with regard to price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SATISFIED	11	40.7	40.7	40.7
	NEITHER SATISFIED NOR DISSATISFIED	10	37.0	37.0	77.8
	DISSATISFIED	5	18.5	18.5	96.3
	HIGHLY DISSATISFIED	1	3.7	3.7	100.0
	Total	27	100.0	100.0	

Table 4.8. Satisfaction with regards to value

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SATISFIED	23	85.2	88.5	88.5
	NEITHER SATISFIED NOR DISSATISFIED	2	7.4	7.7	96.2
	HIGHLY DISSATISFIED	1	3.7	3.8	100.0
	Total	26	96.3	100.0	
Missing	NO RESPONSE	1	3.7		
	Total	27	100.0		

Table 4.9. level of satisfaction during recent contact

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HIGHLY SATISFIED	1	3.7	3.8	3.8
	SATISFIED	24	88.9	92.3	96.2
	DISSATISFIED	1	3.7	3.8	100.0
	Total	26	96.3	100.0	
Missing	NO RESPONSE	1	3.7		
	Total	27	100.0		

Table 4.10. Satisfaction with regards to availability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	HIGHLY SATISFIED	6	22.2	23.1	23.1
	SATISFIED	17	63.0	65.4	88.5
	NEITHER SATISFIED NOR DISSATISFIED	3	11.1	11.5	100.0
	Total	26	96.3	100.0	
Missing	NO RESPONSE	1	3.7		
	Total	27	100.0		

Table 4.11. Capability of Engineers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EXCELLENT	3	11.1	11.1	11.1
	VERY GOOD	13	48.1	48.1	59.3
	GOOD	10	37.0	37.0	96.3
	POOR	1	3.7	3.7	100.0
	Total	27	100.0	100.0	



Table 4.12. Overall knowledge about the problem

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EXCELLENT	3	11.1	11.1	11.1
	VERY GOOD	11	40.7	40.7	51.9
	GOOD	12	44.4	44.4	96.3
	POOR	1	3.7	3.7	100.0
	Total	27	100.0	100.0	

Table 4.13. Representative's courtesy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EXCELLENT	2	7.4	7.4	7.4
	VERY GOOD	10	37.0	37.0	44.4
	GOOD	13	48.1	48.1	92.6
	FAIR	1	3.7	3.7	96.3
	POOR	1	3.7	3.7	100.0
	Total	27	100.0	100.0	

Table 4.14. Representative's helpfulness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EXCELLENT	2	7.4	7.4	7.4
	VERY GOOD	13	48.1	48.1	55.6
	GOOD	10	37.0	37.0	92.6
	FIAR	1	3.7	3.7	96.3
	POOR	1	3.7	3.7	100.0
	Total	27	100.0	100.0	

Table 4.15. Representative's ability to resolve issues

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	EXCELLENT	4	14.8	14.8	14.8
	VERY GOOD	9	33.3	33.3	48.1
	GOOD	13	48.1	48.1	96.3
	POOR	1	3.7	3.7	100.0
	Total	27	100.0	100.0	

Table 4.16. How long been a customer of Thermax

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MORE THAN 10 YEARS	5	18.5	18.5	18.5
	FIVE TO UNDER TEN YEARS	8	29.6	29.6	48.1
	THREE TO UNDER FIVE YEARS	7	25.9	25.9	74.1
	ONE TO UNDER THREE YEARS	6	22.2	22.2	96.3
	LESS THAN ONE YEAR	1	3.7	3.7	100.0
	Total	27	100.0	100.0	

#### 4.4. DIAGRAMATIC REPRESENTATION

In this section , we will see the graphical representation of data in the form of a bar chart. A **bar chart** or **bar graph** is a chart with rectangular bars with lengths proportional to the values ( In this case , frequencies or percentages ) that they represent. It is a visual display used to compare the amount or frequency of occurrence of different characteristics of data and it is used to compare groups of data.

In the following figures , the bar charts are drawn showing the percentages of occurrence of a particular group for each of the given variables.

Fig. 4.1. Overall satisfaction with Thermax as a supplier

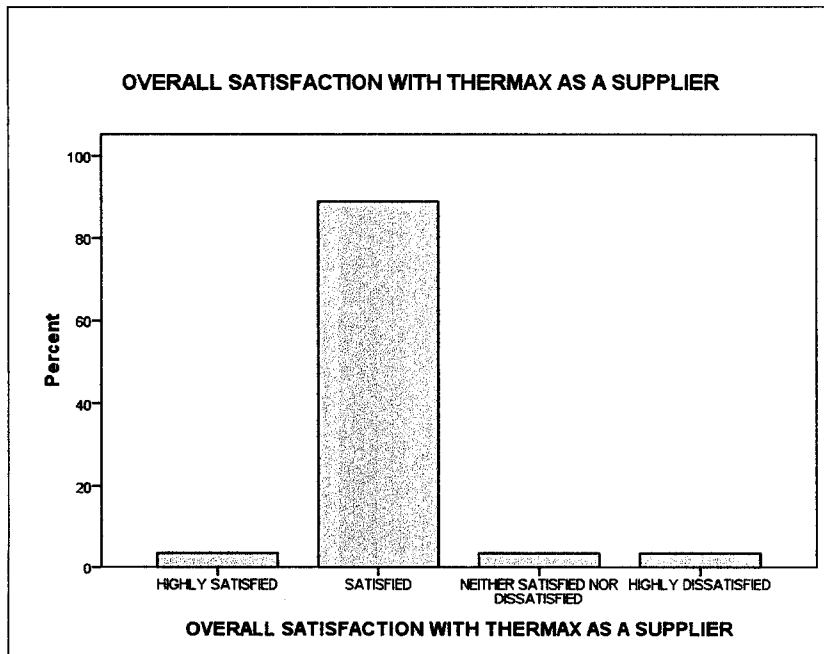


Fig. 4.2. Recommend Thermax products to friends / relatives

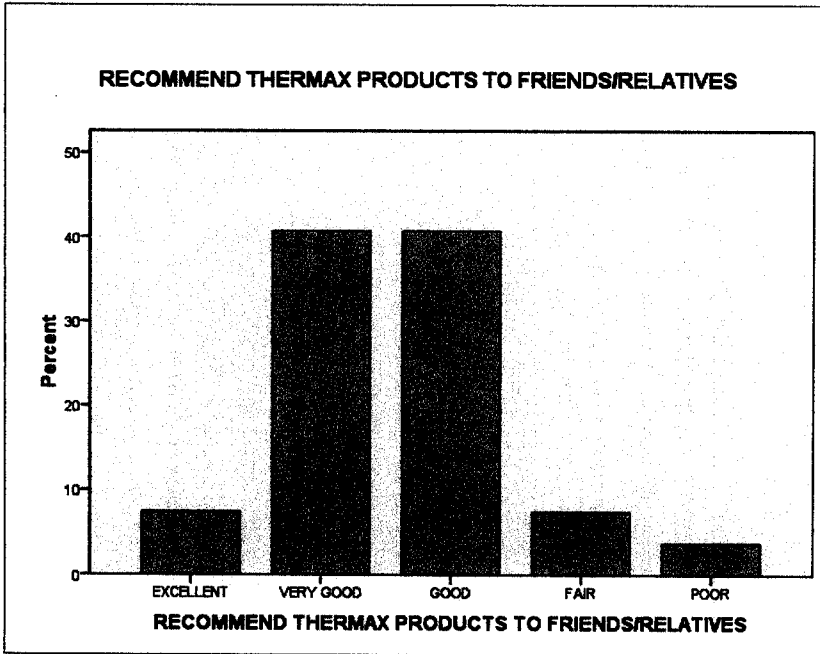


Fig. 4.3. Repurchase Thermax products for own use

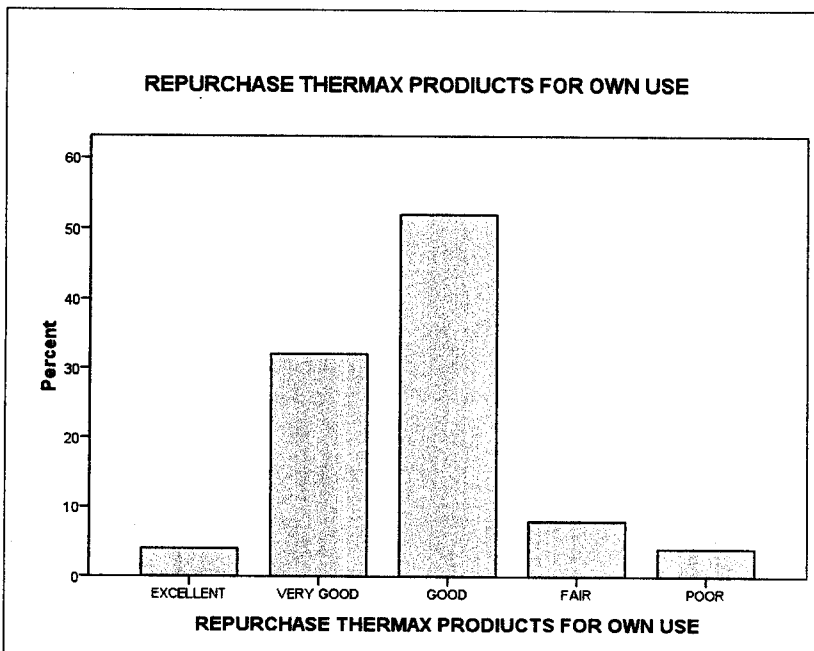


Fig. 4.4. Quality of relationship with Thermax

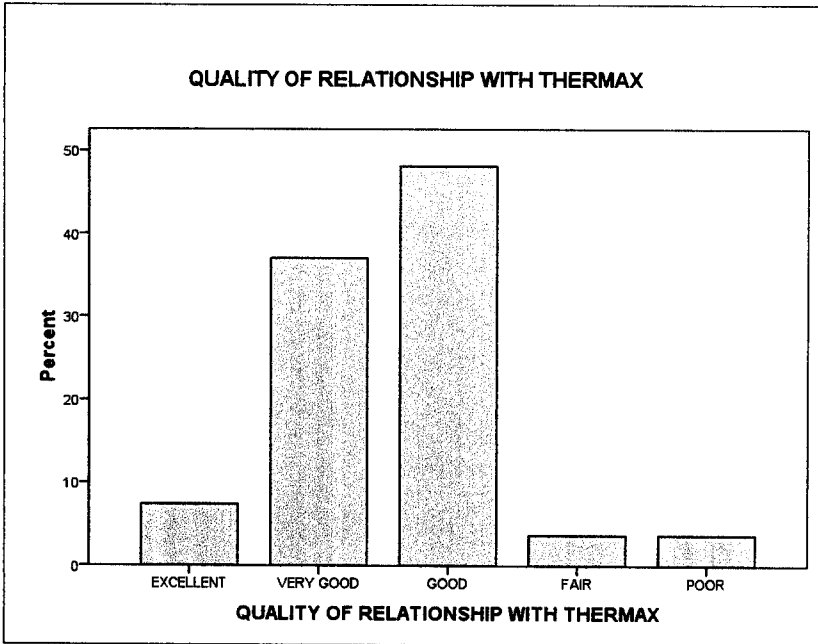


Fig. 4.5. Satisfaction with regards to customer service

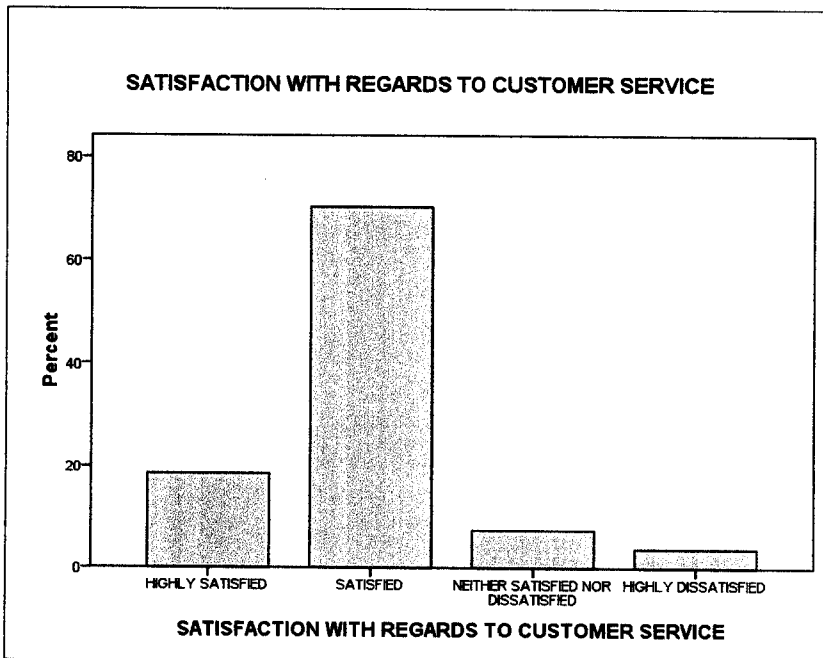


Fig. 4.6. Satisfaction with regards to price

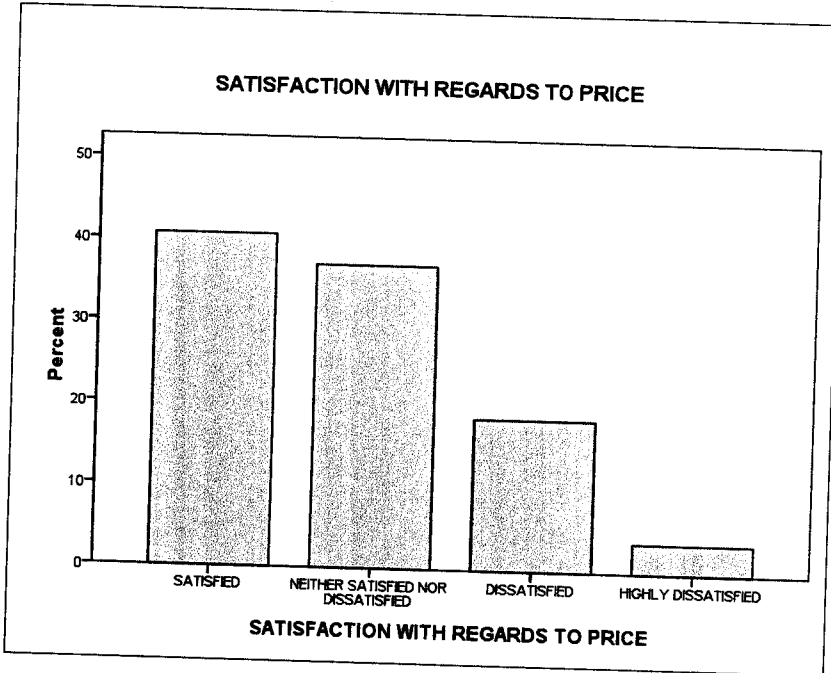


Fig. 4.7. Satisfaction with regards to value

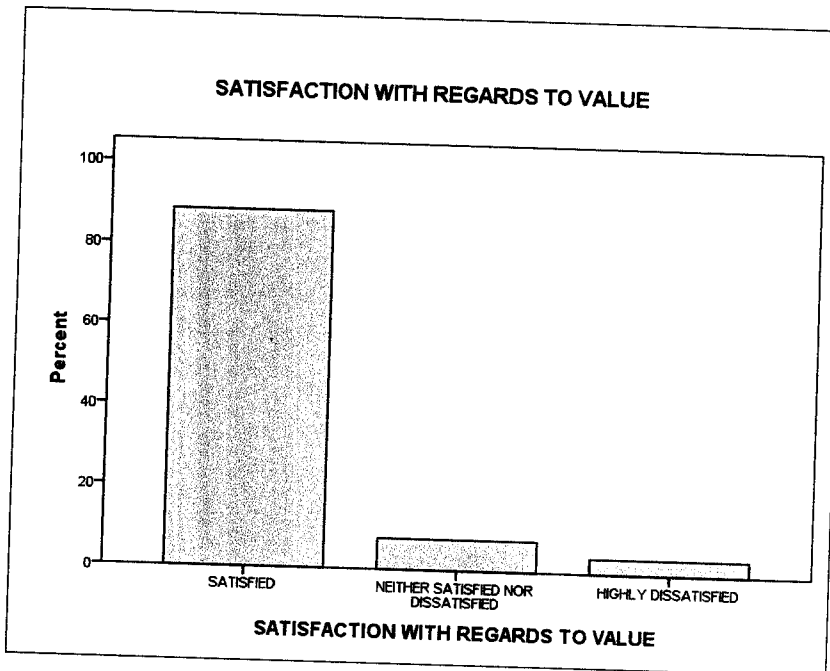


Fig. 4.8. Level of satisfaction during recent contact

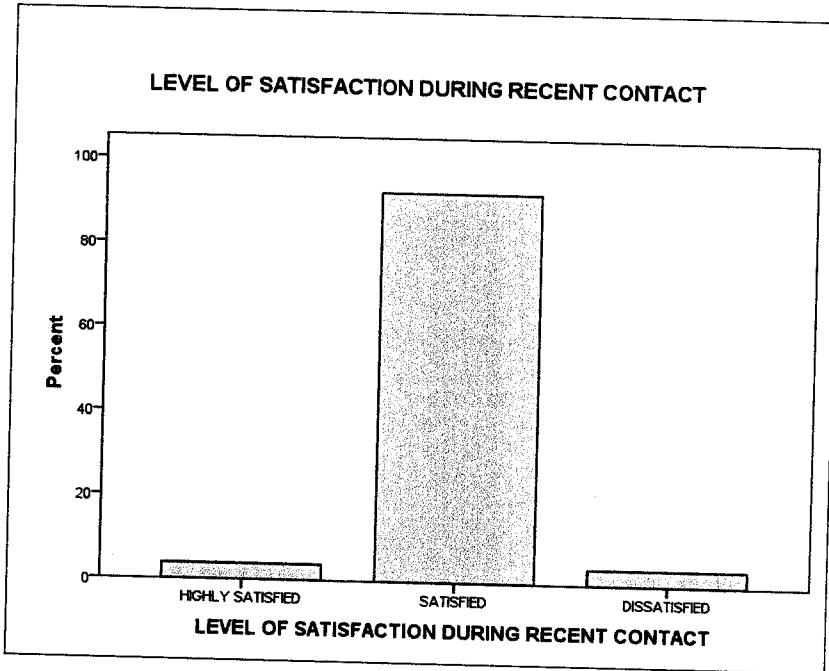


Fig.4.9. Satisfaction with regards to availability

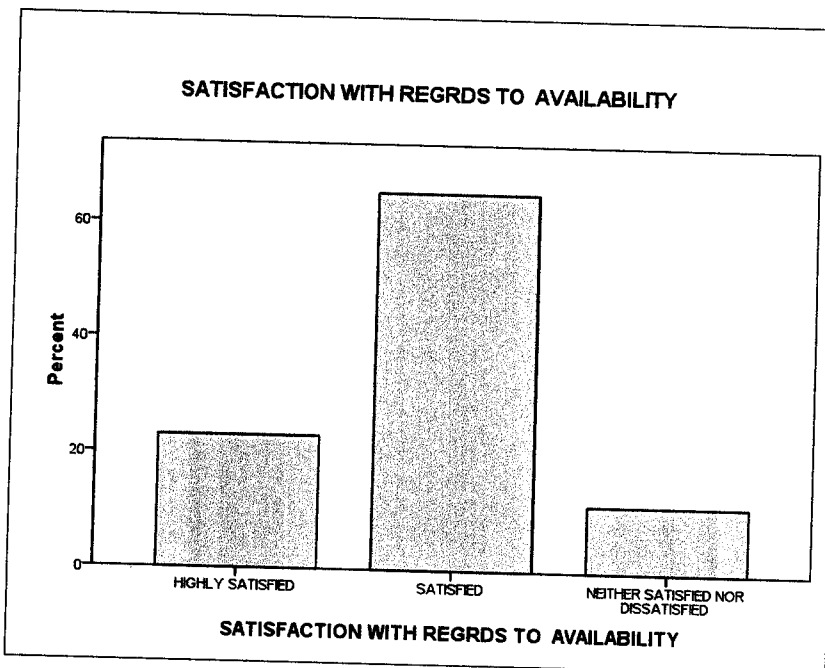




Fig.4.10. Capability of Engineers

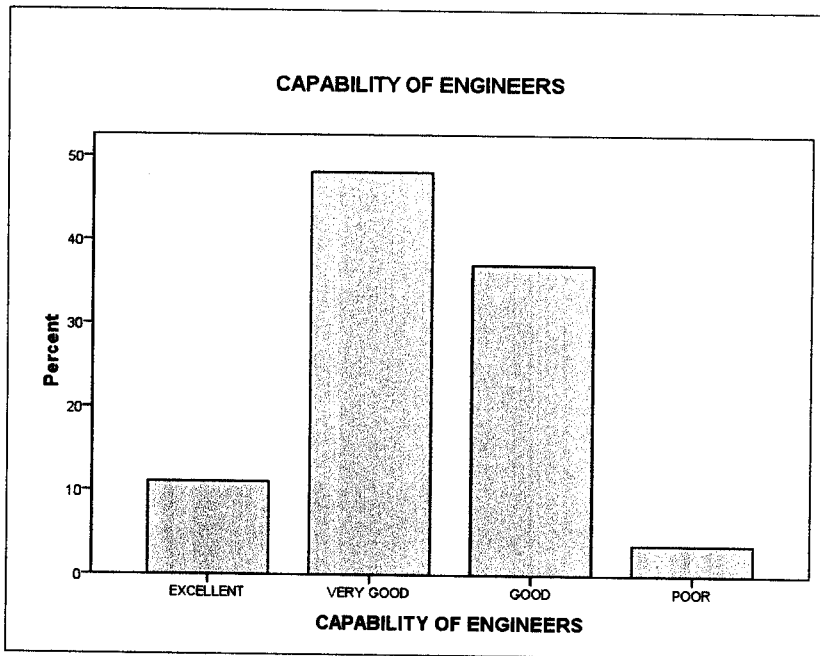


Fig.4.11. Overall knowledge about the problem

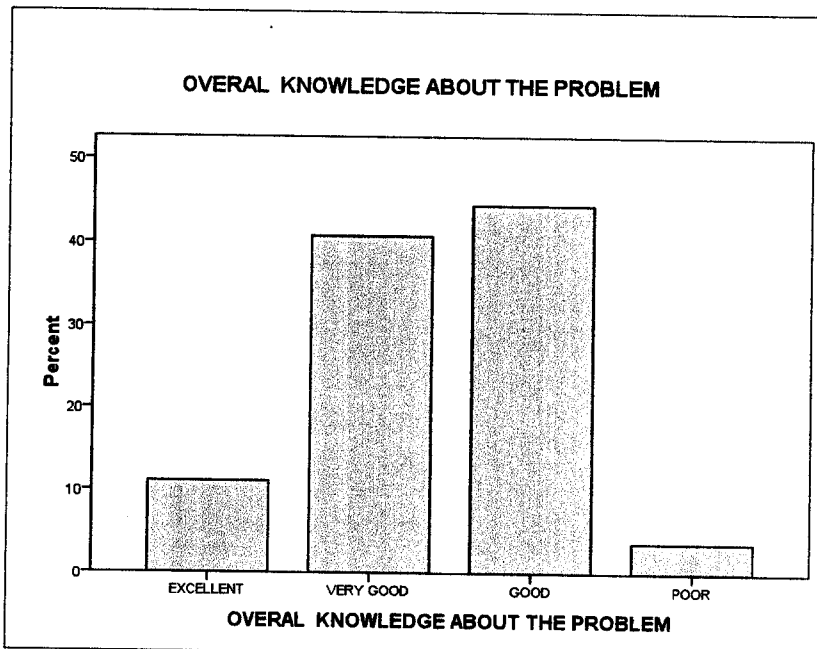


Fig. 4.12. Representative's courtesy

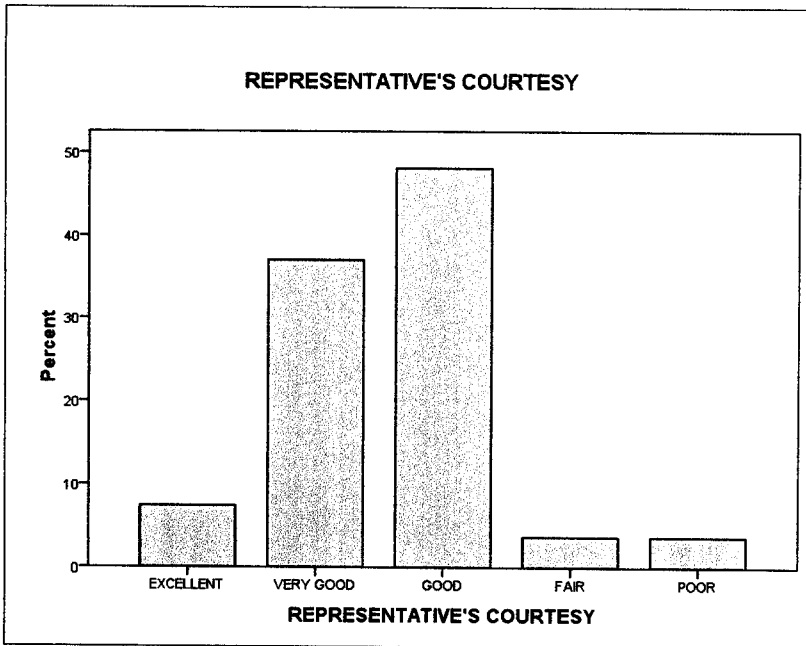


Fig. 4.13. Representative's helpfulness

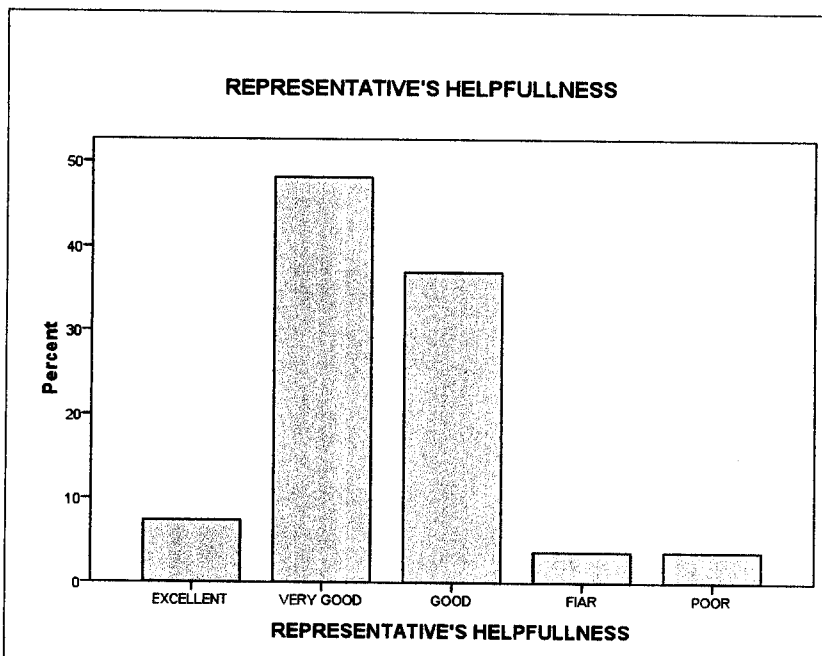


Fig.4.14. Representative's ability to resolve issues

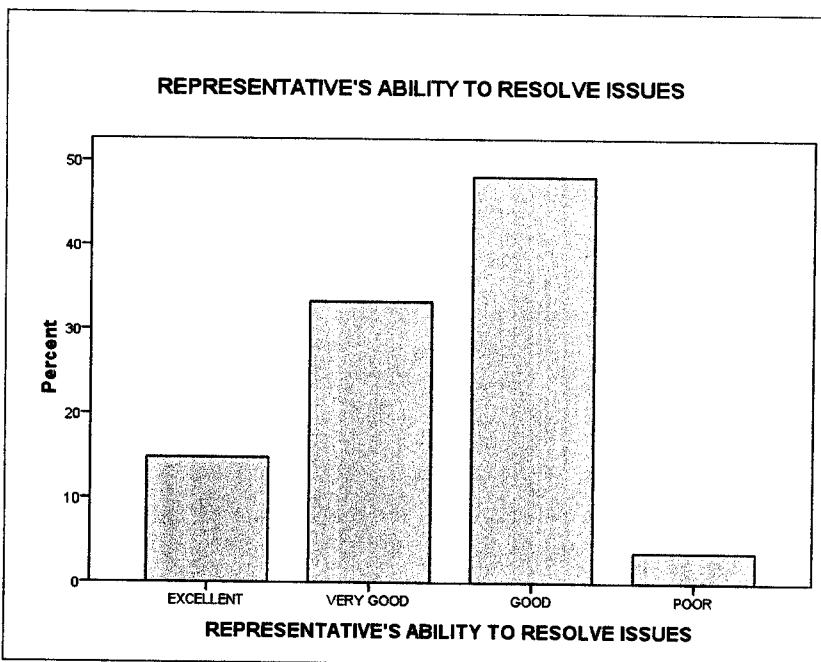
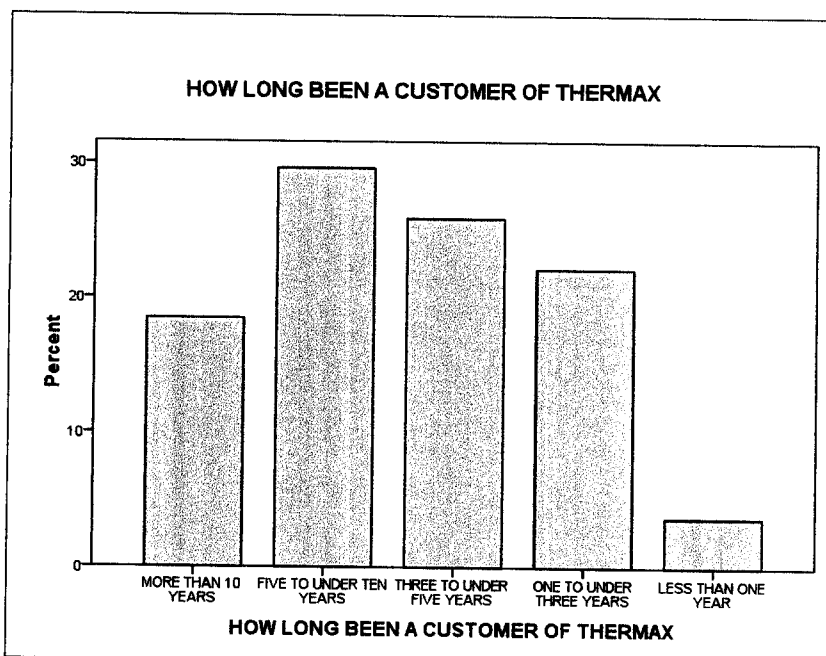


Fig. 4.15. How long been a customer of Thermax



#### 4.5. DELIVERABLES – EXPECTED CONCLUSIONS

From the analysis of the given data , it is found from all the variables studied except the one on “satisfaction with regards to price” shows that the customers are overwhelmingly happy with Thermax Vapour Absorption machines. Further , the price plays a major role in determining the satisfaction level of a product with a supplier.

Hence , it is expected that the price of the product shall be reduced to make way for dissatisfied customers to become satisfied.

## CHAPTER 5

### CONCLUSIONS

#### 5.1. SUMMARY OF FINDINGS

This summary highlights the major findings from the customer satisfaction surveys done on customers who are using Thermax Vapour Absorption Machines in the southern states of Tamil Nadu and Kerala. This summary takes into account the data collected through the questionnaires, the analysis done using the descriptive statistics with frequencies, frequency tables and percentage analysis tables and the inferences are made accordingly.

The following are the inferences made from the above data analysis :

- 1) 92.6% of the customers are satisfied overall with Thermax as a supplier.
- 2) 88.9% of the customers are willing to recommend Thermax products to friends or relatives.
- 3) 88% of the customers are ready to repurchase Thermax products for their own use.
- 4) 92.6% of the customers are satisfied with the quality of relationship with Thermax.
- 5) 88.9% of the customers are satisfied with regard to customer service.
- 6) **40.7% of the customers only** are satisfied with the **price of the product**. Of the remaining 59.3% , 37% are **neither satisfied nor dissatisfied** , 18.5% are **dissatisfied** and 3.7% are **highly dissatisfied** with the price of the product.
- 7) 88.5% of the customers are satisfied with regards to value of the product.
- 8) 96.2% of the customers are satisfied during recent contact with Thermax / Ecomax.
- 9) 88.5% of the customers are satisfied with regards to availability.

- 10) 96.3% of the customers are satisfied with the capability of Engineers.
- 11) 96.3% of the customers are satisfied with the Representative's overall knowledge about the problem.
- 12) 92.6% of the customers are happy with the representative's courtesy.
- 13) 92.6% of the customers are satisfied with the Representative's helpfulness.
- 14) 96.3% of the customers are satisfied with the Representative's ability to resolve issues.
- 15) Finally , 74.1% of the customers know Thermax more than 3 years and the rest of the customers came to know Thermax within the last 3 years.

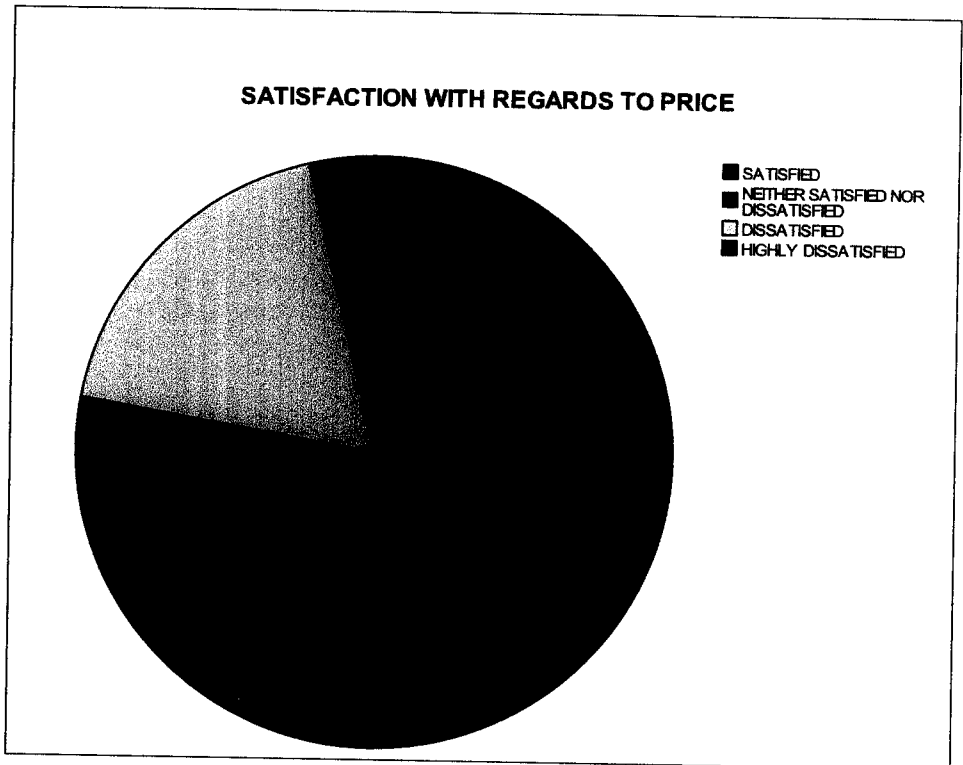
## 5.2. SUGGESTIONS AND RECOMMENDATIONS

As we go through the summary of findings , it is found that the customers who are using Thermax VAMs are **overwhelmingly satisfied with Thermax** with regard to the following Variables :

- Thermax as a supplier
- Recommend Thermax products to friends / relatives
- Repurchase Thermax products for own use
- Quality of relationship
- Satisfaction with regards to customer service
- Satisfaction with regards to value
- Level of satisfaction during recent contact
- Satisfaction with regards to availability
- Capability of Engineers
- Overall knowledge about the problem
- Representative's courtesy
- Representative's helpfulness
- Ability to resolve issues

But at the same time , one important variable ( i.e. ) **satisfaction with regards to price** is not in favour of Thermax as an Organization. You can draw your conclusions from the Pie Chart ( Fig. 5.1. ) represented below :

Fig. 5.1. Satisfaction with regards to price



To have a grasp of the customers who are not satisfied with the price of the product , please see **Appendix 5**.

To put it in a nutshell , it is found that **only 40.7% of the customers are satisfied with the price of the product**. This means that , the remaining **59.3% of the customers are neither satisfied nor dissatisfied , dissatisfied or highly dissatisfied with the price of the product**.

Hence , our recommendations are as follows :

- ✓ Thermax shall concentrate on reducing the price of the product.
- ✓ Thermax shall find out alternative methods to reduce the cost of production so that the price of the final product becomes cheaper.
- ✓ Thermax to devise a pricing policy in such a way that it brings in it's basket the dissatisfied customers also.
- ✓ Finally , by devising a suitable pricing policy , the not-so-happy customers of Thermax becomes happy.

### 5.3. CONCLUSIONS

It is evident from the summary of findings that the suggestions and recommendations shall be implemented by the respective Organization ( In this case , M/s Thermax limited ) to improve the business of the Organization.

This research was done on customers in the states of Tamil Nadu and Kerala who are using Thermax Vapour Absorption Machines for their comfort cooling as well as process cooling applications. Hence , The findings , suggestions and recommendations given in this research report shall be applied only to the above two states.

The above findings , suggestions and recommendations may not apply to the whole of India. Hence , care should be taken to draw conclusions about the findings of this research report when the research is carried out on states other than Tamil Nadu and Kerala or the whole of India.



#### 5.4. DIRECTIONS FOR FUTURE RESEARCH

I have carried out this research in the states of Tamil Nadu and Kerala. My wish is to extend this research to other states in India or the whole of India. A lot of research have been done on consumer products but this research done on industrial products will be seen as a step in the right direction. More research should be done on these types of products so that more and more Organizations will benefit from the research findings.

## Appendix 1

### COPY OF QUESTIONNAIRE

Ecomax Engineering Service Private Limited , Coimbatore  
( Authorised Dealer of M/s Thermax Limited )

Subject : Feedback about our Products and Services

Product : Thermax Vapour Absorption Machines

Your Company's Name :

Your Name :

Your Designation :

How would you rate your level of overall satisfaction with Thermax as a supplier?

- 1) Highly satisfied
- 2) Satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Dissatisfied
- 5) Highly dissatisfied

How likely are you to recommend Thermax products to a friend or a relative in some other Organization? Would you say the chances are ...

- 1) Excellent
- 2) Very good
- 3) Good
- 4) Fair
- 5) Poor

How likely are you to repurchase products and services from Thermax / Ecomax ? Would you say the chances are ...

- 1) Excellent
- 2) Very good
- 3) Good
- 4) Fair
- 5) Poor

How would you rate the overall quality of your relationship with Thermax / Ecomax considering all of your experiences with them? Would you say it is ...

- 1) Excellent
- 2) Very good
- 3) Good
- 4) Fair
- 5) Poor

How would you rate your level of satisfaction with Thermax / Ecomax in regards to “customer service”?

- 1) Highly satisfied
- 2) Satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Dissatisfied
- 5) Highly dissatisfied

How would you rate your level of satisfaction with Thermax in regards to “price”?

- 1) Highly satisfied
- 2) Satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Dissatisfied
- 5) Highly dissatisfied

How would you rate your level of satisfaction with Thermax in regards to “value”?

- 1) Highly satisfied
- 2) Satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Dissatisfied
- 5) Highly dissatisfied

Do you recall your recent contact with Thermax / Ecomax ?

- 1) Yes
- 2) No

How would you rate your level of satisfaction with the recent contact?

- 1) Highly satisfied
- 2) Satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Dissatisfied
- 5) Highly dissatisfied

How would you rate your level of satisfaction with Thermax in regards to “availability”?

- 1) Highly satisfied
- 2) Satisfied
- 3) Neither satisfied nor dissatisfied
- 4) Dissatisfied
- 5) Highly dissatisfied

How would you rate Thermax / Ecomax representative’s “ability” to help you or get you to someone who could help you ? Would you say...

- 1) Excellent
- 2) Very good
- 3) Good
- 4) Fair
- 5) Poor

How would you rate Thermax / Ecomax representative’s “overall knowledge” of your problem or question ? Would you say...

- 1) Excellent
- 2) Very good
- 3) Good
- 4) Fair
- 5) Poor

And how would you rate Thermax / Ecomax representative on “being courteous”? Would you say...

- 1) Excellent
- 2) Very good
- 3) Good
- 4) Fair
- 5) Poor

How would you rate Thermax / Ecomax representative on “helpfulness”, In other words , a willingness to assist you ? Would you say...

- 1) Excellent
- 2) Very good
- 3) Good
- 4) Fair
- 5) Poor

How would you rate Thermax / Ecomax representative on being able to help you “resolve your issue / need? Would you say...

- 1) Excellent
- 2) Very good
- 3) Good
- 4) Fair
- 5) Poor

In total , How long have you been a customer of Thermax?

- 1) More than 10 years
- 2) Five to under ten years
- 3) Three to under five years
- 4) One to under three years
- 5) Less than one year

Any other suggestions / feedbacks would you like to give...

Your Signature

Your Company's seal

## **Appendix 2**

### **LIST OF VARIABLES USED**

- 1) OVERALL SATISFACTION WITH THERMAX AS A SUPPLIER
- 2) RECOMMEND THERMAX PRODUCTS TO FRIENDS / RELATIVES
- 3) REPURCHASE THERMAX PRODUCTS FOR OWN USE
- 4) QUALITY OF RELATIONSHIP WITH THERMAX
- 5) SATISFACTION WITH REGARDS TO CUSTOMER SERVICE
- 6) SATISFACTION WITH REGARDS TO PRICE
- 7) SATISACTION WITH REGARDS TO VALUE
- 8) LEVEL OF SATISFACTION DURING RECENT CONTACT
- 9) SATISFACTION WITH REGARDS TO AVAILABILITY
- 10) CAPABILITY OF ENGINEERS
- 11) OVERALL KNOWLEDGE ABOUT THE PROBLEM
- 12) REPRESENTATIVE'S COURTESY
- 13) REPRESENTATIVE'S HELPFULNESS
- 14) REPRESENTATIVE'S ABILITY TO RESOLVE ISSUES
- 15) HOW LONG BEEN A CUSTOMER OF THERMAX

### Appendix 3

#### LIST OF CUSTOMERS FORMING THE SAMPLE

- 1) G.KUPPUSAMI NAIDU MEMORIAL HOSPITAL , COIMBATORE
- 2) SYNTHITE INDUSTRIAL CHEMICALS LIMITED , KOLENCHERY,  
KERALA
- 3) SPAC TAPIOCA PRODUCTS ( I ) LIMITED , ERODE
- 4) KALYAN SAREES , COIMBATORE
- 5) HERBAL SUPPLEMENTS PRIVATE LIMITED , COIMBATORE
- 6) ITC LIMITED , COIMBATORE
- 7) BEACH MINERALS COMPANY PRIVATE LIMITED , TIRUNELVELI
- 8) TANTEC AGROCHEMICALS LIMITED , CUDDALORE
- 9) ARJUNA NATURAL EXTRACTS LIMITED , COIMBATORE
- 10) MEHALA MACHINES INDIA LIMITED , TIRUPPUR
- 11) HOTEL ROYAL COURT , MADURAI
- 12) SHAKTHI SUGARS LIMITED , UNIT II , SIVAGANGA
- 13) MADURAI POWER CORPORATION LIMITED , MADURAI
- 14) TAMIL NADU NEWSPRINT AND PAPER LIMITED , KARUR
- 15) G PLAST ( P ) LIMITED , COIMBATORE
- 16) KILBURN CHEMICALS LIMITED , TUTICORIN
- 17) SHAKTHI SUGARS LIMITED , UNIT I , SHAKTHI NAGAR , ERODE
- 18) ICON HOUSEHOLD PRODUCTS PRIVATE LIMITED , POLLACHI
- 19) HIC ABF SPECIAL FOODS PRIVATE LIMITED , ALAPPUZHA, KERALA
- 20) PSNA COLLEGE OF ENGG & TECHNOLOGY , COIMBATORE
- 21) DCW LIMITED , CAUSTIC SODA DIVISION , TUTICORIN
- 22) VELAN HOTEL LIMITED , TIRUPPUR
- 23) COIMBATORE JEWELLERS , SALEM
- 24) RAMYAS HOTELS PRIVATE LIMITED , TIRUCHIRAPALLI
- 25) DCW LIMITED , PVC DIVISION , TUTICORIN
- 26) HOTEL LRN EXCELLENCY , SALEM
- 27) KSE LIMITED , KERALA

NO	SATISFACTIO N	RECOMMEN D PRODUCTS	REPURCH ASE	CUSTOMER RELATIONS	CUSTOMER SERVICE	PRICE	VALUE	RECENT CONTACT	AVAILABILITY	ABILITY	KNOWLEDG E	BRING COURTEOUS	HELPFULN ESS	RESOLVE ISSUES	KNOWING THERMAX
1	SATISFIED	GOOD	GOOD	GOOD	SATISFIED	DISSATISFIED	SATISFIED	SATISFIED	SATISFIED	GOOD	GOOD	GOOD	VERY GOOD	GOOD	MORE THAN 10 YEARS
2	SATISFIED	EXCELLENT	VERY GOOD	VERY GOOD	SATISFIED	SATISFIED	SATISFIED	SATISFIED	SATISFIED	VERY GOOD	VERY GOOD	EXCELLENT	VERY GOOD	VERY GOOD	MORE THAN 10 YEARS
3	SATISFIED	VERY GOOD	VERY GOOD	GOOD	SATISFIED	SATISFIED	SATISFIED	SATISFIED	SATISFIED	EXCELLENT	EXCELLENT	GOOD	GOOD	EXCELLENT	ONE TO UNDER THREE YEARS
4	SATISFIED	EXCELLENT	GOOD	EXCELLENT	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	SATISFIED	HIGHLY SATISFIED	SATISFIED	GOOD	GOOD	GOOD	VERY GOOD	GOOD	THREE TO UNDER FIVE YEARS
5	SATISFIED	GOOD	GOOD	GOOD	SATISFIED	SATISFIED	SATISFIED	SATISFIED	SATISFIED	VERY GOOD	VERY GOOD	GOOD	FIAR	GOOD	ONE TO UNDER THREE YEARS
6	SATISFIED	VERY GOOD	VERY GOOD	VERY GOOD	SATISFIED	SATISFIED	SATISFIED	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	VERY GOOD	EXCELLENT	VERY GOOD	VERY GOOD	VERY GOOD	MORE THAN 10 YEARS
7	SATISFIED	VERY GOOD	GOOD	VERY GOOD	SATISFIED	SATISFIED	SATISFIED	SATISFIED	HIGHLY SATISFIED	VERY GOOD	VERY GOOD	VERY GOOD	VERY GOOD	VERY GOOD	ONE TO UNDER THREE YEARS
8	SATISFIED	VERY GOOD	VERY GOOD	GOOD	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	SATISFIED	SATISFIED	VERY GOOD	VERY GOOD	GOOD	VERY GOOD	VERY GOOD	MORE THAN 10 YEARS
9	SATISFIED	VERY GOOD	VERY GOOD	GOOD	HIGHLY SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	SATISFIED	HIGHLY SATISFIED	VERY GOOD	VERY GOOD	VERY GOOD	VERY GOOD	EXCELLENT	FIVE TO UNDER TEN YEARS
0	SATISFIED	GOOD	GOOD	GOOD	SATISFIED	SATISFIED	SATISFIED	SATISFIED	SATISFIED	GOOD	GOOD	GOOD	VERY GOOD	VERY GOOD	FIVE TO UNDER TEN YEARS
1	SATISFIED	GOOD	NO RESPONSE	EXCELLENT	HIGHLY SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	NEITHER SATISFIED NOR DISSATISFIED	NO RESPONSE	NO RESPONSE	VERY GOOD	VERY GOOD	VERY GOOD	VERY GOOD	VERY GOOD	FIVE TO UNDER TEN YEARS
2	SATISFIED	GOOD	GOOD	GOOD	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	SATISFIED	SATISFIED	GOOD	GOOD	GOOD	GOOD	GOOD	FIVE TO UNDER TEN YEARS
3	SATISFIED	VERY GOOD	VERY GOOD	VERY GOOD	SATISFIED	SATISFIED	SATISFIED	SATISFIED	HIGHLY SATISFIED	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT	THREE TO UNDER FIVE YEARS
4	SATISFIED	VERY GOOD	EXCELLE NT	VERY GOOD	HIGHLY SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	SATISFIED	HIGHLY SATISFIED	EXCELLENT	VERY GOOD	VERY GOOD	VERY GOOD	VERY GOOD	THREE TO UNDER FIVE YEARS

OVERALL SATISFACTION	RECOMMEND PRODUCTS	REPURCHASE	CUSTOMER RELATIONS	CUSTOMER SERVICE	PRICE	VALUE	RECENT CONTACT	AVAILABILITY	ABILITY	OVERALL KNOWLEDGE	BEING COURTEOUS	HELPPFULNESS	RESOLVE ISSUES	KNOWING THEM
NEITHER SATISFIED NOR DISSATISFIED	FAIR	GOOD	GOOD	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	SATISFIED	SATISFIED	GOOD	GOOD	GOOD	GOOD	GOOD	THREE TO UNDER FIVE YEARS
SATISFIED	GOOD	GOOD	GOOD	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	SATISFIED	SATISFIED	GOOD	GOOD	FAIR	GOOD	GOOD	ONE TO UNDER THREE YEARS
SATISFIED	GOOD	GOOD	VERY GOOD	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	SATISFIED	HIGHLY SATISFIED	VERY GOOD	GOOD	VERY GOOD	VERY GOOD	GOOD	FIVE TO UNDER TEN YEARS
HIGHLY SATISFIED	GOOD	GOOD	VERY GOOD	HIGHLY SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	NO RESPONSE	SATISFIED	SATISFIED	VERY GOOD	VERY GOOD	GOOD	VERY GOOD	VERY GOOD	LESS THAN ONE YEAR
HIGHLY DISSATISFIED	POOR	POOR	POOR	HIGHLY DISSATISFIED	HIGHLY DISSATISFIED	HIGHLY DISSATISFIED	DISSATISFIED	NEITHER SATISFIED NOR DISSATISFIED	POOR	POOR	POOR	POOR	POOR	FIVE TO UNDER TEN YEARS
SATISFIED	VERY GOOD	VERY GOOD	VERY GOOD	SATISFIED	DISSATISFIED	SATISFIED	SATISFIED	SATISFIED	VERY GOOD	VERY GOOD	VERY GOOD	VERY GOOD	VERY GOOD	THREE TO UNDER FIVE YEARS
SATISFIED	GOOD	GOOD	GOOD	SATISFIED	SATISFIED	SATISFIED	SATISFIED	SATISFIED	GOOD	GOOD	GOOD	GOOD	GOOD	ONE TO UNDER THREE YEARS
SATISFIED	VERY GOOD	NO RESPONSE	VERY GOOD	SATISFIED	SATISFIED	SATISFIED	SATISFIED	SATISFIED	VERY GOOD	GOOD	GOOD	GOOD	GOOD	ONE TO UNDER THREE YEARS
SATISFIED	VERY GOOD	VERY GOOD	GOOD	HIGHLY SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	SATISFIED	HIGHLY SATISFIED	VERY GOOD	VERY GOOD	VERY GOOD	VERY GOOD	EXCELLENT	FIVE TO UNDER TEN YEARS
SATISFIED	VERY GOOD	GOOD	VERY GOOD	SATISFIED	SATISFIED	SATISFIED	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	VERY GOOD	GOOD	VERY GOOD	GOOD	GOOD	THREE TO UNDER FIVE YEARS
SATISFIED	FAIR	GOOD	GOOD	SATISFIED	DISSATISFIED	SATISFIED	SATISFIED	SATISFIED	GOOD	GOOD	GOOD	GOOD	GOOD	FIVE TO UNDER TEN YEARS
SATISFIED	GOOD	GOOD	GOOD	SATISFIED	DISSATISFIED	SATISFIED	SATISFIED	SATISFIED	GOOD	GOOD	GOOD	GOOD	GOOD	THREE TO UNDER FIVE YEARS
SATISFIED	GOOD	FAIR	FAIR	NEITHER SATISFIED NOR DISSATISFIED	DISSATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	SATISFIED	GOOD	VERY GOOD	VERY GOOD	GOOD	GOOD	MORE THAN 10 YEARS



## Appendix 5

### LIST OF CUSTOMERS WHO ARE DISSATISFIED WITH THE PRICE OF THE PRODUCT

#### I. HIGHLY DISSATISFIED CUSTOMER

HIC ABF SPECIAL FOODS PRIVATE LIMITED , ALAPPUZHA, KERALA

#### II. DISSATISFIED CUSTOMERS

- 1) G. KUPPUSAMI NAIDU MEMORIAL HOSPITAL , COIMBATORE
- 2) PSNA COLLEGE OF ENGG & TECHNOLOGY , COIMBATORE
- 3) DCW LIMITED , PVC DIVISION , TUTICORIN
- 4) HOTEL LRN EXCELLENCY , SALEM
- 5) KSE LIMITED , KERALA

#### III. NEITHER SATISFIED NOR DISSATISFIED CUSOMERS

- 1) TANTEC AGROCHEMICALS LIMITED , CUDDALORE
- 2) ARJUNA NATURAL EXTRACTS LIMITED , COIMBATORE
- 3) HOTEL ROYAL COURT , MADURAI
- 4) SHAKTHI SUGARS LIMITED , UNIT II , SIVAGANGA
- 5) TAMIL NADU NEWSPRINT AND PAPER LIMITED , KARUR
- 6) G PLAST ( P ) LIMITED , COIMBATORE
- 7) KILBURN CHEMICALS LIMITED , TUTICORIN
- 8) SHAKTHI SUGARS LIMITED , UNIT I , SHAKTHI NAGAR , ERODE
- 9) ICON HOUSEHOLD PRODUCTS PRIVATE LIMITED , POLLACHI
- 10) COIMBATORE JEWELLERS , SALEM

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