

A Study on Customer Satisfaction Towards Getit Info Service Pvt.Ltd In Madurai City

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ABSTRACT: Measuring the customer satisfaction is a vital part of marketing activity. Through the customer satisfaction measurement, we can identify the customer attitudes & opinion towards the particular service. In order to survive in business world customer satisfaction is important. The present study is based on the awareness of customer satisfaction at GETIT INFO SERVICE PVT.LTD among the customers. The study mainly concentrated on customer satisfaction of GETIT INFO SERVICE PVT.LTD., MADURAI. It suggests the way to improve the performance and overall satisfaction of customers.

I. Introduction

GetitFREEADS is an online, voice and print advertising Service that provides a platform to its users to buy, sell anything. The “Buy. Sell. Anything” theme of the website empowers the consumers with simple, convenient and credible solutions for buying & selling various products/services. What makes our service different from others is its USP that provides placement of ads absolutely free for individuals unless they are promoting any business.

Consumers can place free ads in various categories like Vehicles, Properties, Jobs, Household goods, Education/Tuition, Business/Service, Computers/mobile, Health/Holiday and Personal, making buying and selling easy and effective.

Mr. Sidharth Gupta, CEO of Getit group, took the initiative to introduce India’s first print classifieds, getitFREEADS, in four major cities including Chennai, Bangalore, Hyderabad and Kolkata

OBJECTIVES OF THE STUDY:

- ❖ To find out the customer satisfaction towards “GET IT INFO SERVICE” Pvt.Ltd.
- ❖ To suggest the way to improve the GET IT INFO SERVICE Pvt.Ltd.

SCOPE OF THE STUDY:

- The survey has been mode with in Madurai city.
- The survey covers various suggestions group a people.

LIMITATIONS OF THE STUDY:

The limitation and determination of the sample are as follows:

- The survey has been conducted with a sample size of only 100 respondents.
- The study limits inside the Madurai city.

II. RESEARCH METHODOLOGY:

The methodology of the study is based on the primary as well as secondary data. The study depends mainly on the primary data collected through a well-framed and structured questionnaire to elicit the well-considered opinions of the respondents. The study is confined to Madurai City of Tamilnadu . Simple random sampling technique chosen for survey. In all 100 respondents are chosen from different age groups.

TOOLS FOR ANALYSIS:

The statistical tools used for the analysis are

- Chi square Analysis.

PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio making comparison between two or more data to describe relationships

The information gathered through the questionnaires will be analyzed with the help of SPSS 17 software by using the Tabular Presentation & Chi-Square Analysis.

REVIEW OF LITERATURE AND RELATED CONCEPTS:

CHENNAI: The 2009 editions of GETIT Infoservices’ Yellow Pages for Chennai were released by Union Minister for Textiles Dayanidhi Maran at his residence on Sunday. The first copies of the two directories, B2C for offices and homes, and B2B for industries, were received by R. Srikanth, general manager, GETIT Infoservices.

Speaking after the release, Mr. Srikanth said that the directories were paginated using a proprietary multi-level categorization system for products and services. He said that unlike in previous buying guides, the Yellow Pages would not be categorized alphabetically. Under the new categorization, similar items like “diamonds,” “gold” and “gems,” for example, would be grouped under the head “Jewellery” to provide an improved search experience, he said.

These “verticals” would be sub-divided further based on application and attributes.

ANALYSIS & INTERPRETATION:

age of the respondent * gender of the respondents Crosstabulation

Count		gender of the respondents		Total
		male	Female	
age of the respondent	21-30yrs	35	0	35
	31-40yrs	30	0	30
	41-50yrs	20	5	25
	above50yrs	0	10	10
Total		85	15	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.627 ^a	3	.000
Likelihood Ratio	59.522	3	.000
Linear-by-Linear Association	43.314	1	.000
N of Valid Cases	100		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.50.

INFERNCES:

Hypothesis:

Ho= There is no relationship between Age & Gender of the respondents.

H1=There is relationship between Age & Gender of the respondents.

Inference:

The above analysis resulted that the calculated value is greater than the table value (68.627>7.815).

Accept the H1 Hence, there is relationship between the Age & Gender of the respondents.

educational qualification * monthly income Crosstabulation

Count		monthly income					Total
		below25000	25,001-50,000	50,001-75,000	75,001-1,00,000	above1,00,000	
educational qualification	UptoSSL	28	0	0	0	0	28
	C	15	10	0	0	0	25
	Ug	0	10	16	11	0	37
	Pg	0	0	0	1	9	10
Total		43	20	16	12	9	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	180.889 ^a	12	.000
Likelihood Ratio	169.999	12	.000
Linear-by-Linear Association	77.042	1	.000
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .90.

Hypothesis:

Ho= There is relationship between educational qualification & monthly income.

H1=There is no relationship between qualification & monthly income.

Inference:

The above analysis resulted that the table value is less than the calculated value (21.026<180.889).

Accept the H1 Hence; there is relationship between the qualification & monthly income.

FINDINGS

The majority of respondents 35% of respondents say Below21yrs.

The majority of respondents of 85% of respondents are says male.

It is observed that educational qualification of majority 37% of respondents is UG.

It is observed that Income of the family of majority 43% of respondents is Below Rs. 25,000.

SUGGESTIONS

- The company should maintain the awareness among GETIT INFO Service Pvt Ltd.
- The company should provide alternative media message.

III. Conclusion:

- The study is aimed to measure customers preference and satisfaction towards various features of the advertisement, provides a lot of suggestions.
- If the organization thoroughly studies the suggestion and implement the suggestions provided. Then, there is no doubt that it would always remain satisfying the customers.

Bibliography:

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WEBSITES :

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- www.getit.in