

A Study on Customer Satisfaction Towards Pen Drive In Karaikudi City

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ABSTRACT: The project entitled "A study on consumer preference and satisfaction towards Pen drive with special reference to Karaikudi" is carried out with an objective to determine the consumer preference and satisfaction. The primary objective of this study is to find out the consumer preference and satisfaction towards pen drive with special reference to Karaikudi. The secondary data was collected from related websites, books. For distribution of questionnaire to the consumer convenience sampling method was used to select the customer and the survey was taken among those selected users. After collecting the data from the respondents it was analyzing using simple percentage method for analyzing the collected data. To identify the factors influencing customer to buy pen drive.

To know the customer satisfaction towards the repeated purchase of particular Pen Drive in Karaikudi Town.

Keywords: consumer preference and satisfaction, influencing factor and buying particular pen drive.

I. Introduction

A **USB flash drive** is a data storage device that includes flash memory with an integrated Universal Serial Bus (USB) interface. USB flash drives are typically removable and rewritable, and physically much smaller than a floppy disk. Most weigh less than 30 g. As of January 2013 drives of 1 terabytes (TB) are available, and storage capacities as large as 2 terabytes are planned, with steady improvements in size and price per capacity expected. Some allow up to 100,000 write/erase cycles (depending on the exact type of memory chip used) and 10 years shelf storage time.

USB flash drives are often used for the same purposes for which floppy disks or CD-ROMs were used. They are smaller, faster, have thousands of times more capacity, and are more durable and reliable because they have no moving parts. Until approximately 2005, most desktop and laptop computers were supplied with floppy disk drives, but floppy disk drives have been abandoned in favour of USB ports

II. OBJECTIVES

1. To study the factors which influencing the consumer's to buy pen drive.
2. To find out the consumer's level of satisfaction on pen drive.

III. RESEARCH METHODOLOGY

Descriptive research design is used in this study. The research design indicates the methods of research i.e. method of information gathering into the methods of sampling and the sample size is 100. In this study Respondents were asked to reveal their agreeableness and disagreeableness for the statement whereas 5. Highly Satisfaction 4. Satisfaction 3. Neutral 2. dissatisfaction 1. Highly dissatisfaction. The research design is the frame work through which the various components of a research project are brought together: research question, literature review, data, analysis and data.

IV. REVIEW OF LITERATURE

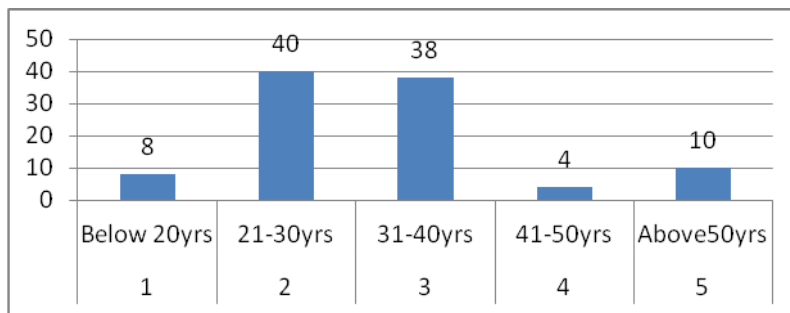
Rakesh 2006 in their study analyzed that majority of the respondents have give favorable opinion towards the pen drive brands but some problems exist that deserve the attention of the pen drive manufacturers. They need to bridge gap between the product promised and product offered. The overall customer's attitude towards pen drive brands is that they are satisfied with the existing brands but still they want more brands to be provided. John 2008 in his Study analyzed that it is the youth which is the real growth driver of the technology industry in India. Considering this fact the paper is an attempt to gives as naps hot of how frequently young people use their pen drives for several embodied functions of the pen drive. .

V. RESEARCH TOOLS:-

Percentage analysis, Chi-Square Tests bar diagram and pie charts are used in the analysis by using SPSS17.0 software package.

1. AGE WISE DISTRIBUTION

s.no	Particulars	No. of respondents	Percentage of respondents
1	Below 20yrs	8	8%
2	21-30yrs	40	40%
3	31-40yrs	38	38%
4	41-50yrs	4	4%
5	Above50yrs	10	10%
	Total	100	100%



VI.

RESPO

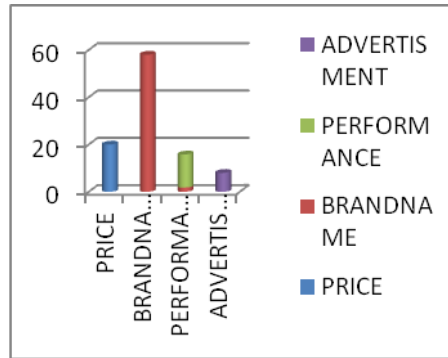
NDS OF WHO INFLUSING BUY YOUR PEN DRIVE

2. What influenced your decision to purchase a Pen drive?

- (a) Price (b) Brand name

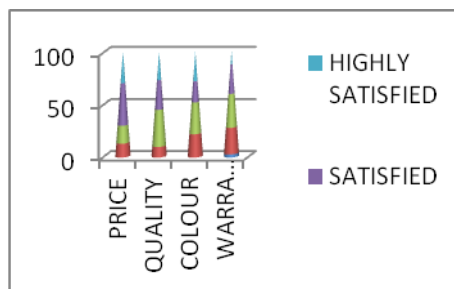
FACTORS	NO.OF RESPONDS	PERCENTAGE (%)
PRICE	20	20
BRAND NAME	58	58
PERFORMANCE	14	14
ADVERTISEMENT	8	8
TOTAL	100	100

- (c)Performance (d) Advertisement



VII. SATISFACTION LEVEL

Particular	Highly Dis Satisfied	Dis Satisfied	Neutral	Satisfied	Highly satisfied
Price	-	13	17	40	30
Quality	-	10	35	28	27
Colour	-	22	30	20	28
Warranty/ Guarantee	3	25	32	28	12



VIII. CHI SQUARE:

RESPONDENTS OF PRICE * RESPONDENTS OF AGE Cross tabulation

Count

	RESPONDENTS OF AGE					Total
	BELOW 20 years	21-30	31-40	41-50	ABOVE 50 years	
RESPONDENTS OF PRICE						
Dis satisfied	0	6	4	0	3	13
Neutral	1	6	7	2	1	17
Satisfied	3	15	20	0	2	40
Highly satisfied	4	13	7	2	4	30
Total	8	40	38	4	10	100

IX. Hypothesis:

Ho= there is no relationship between price and age
H1=there is relationship between price and manage age

X. Inference

The above analysis resulted that the calculated value is greater than the table value (15.076 > .507).

Accept the H1 Hence, there is relationship between the price and age.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.076 ^a	12	.507
Likelihood Ratio	16.873	12	.254
Linear-by-Linear Association	1.198	1	.174
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .52.

Degree of freedom = (Column-1) X (Row-1) = (4-1) X (3-1) = 3 X 2=6

Critical value for chi-square distribution 3'' = 15.076, calculated value .507

So calculated value is greater than table value (15.076 > .507). Hence, Accept the H1

FINDINGS

- The majority of age wise distribution of 40 % of respondents is between 21-30 yrs.
- The majority of respondents of 40% of respondents are satisfied with the price.
- The majority of respondents of 35% of respondents are neutral with the quality.
- The majority of respondents of 30% of respondents are neutral with the color.
- The majority of respondents of 32% of respondents are neutral with the warranty.

SUGGESTION

1. Companies should labor will packed cake reduce the price without affecting quality it will ingress the sales.
2. The company should give offers.
3. The agent has to make effort to distribute the product in all areas including village to make the product available to the customers at their convenience.

CONCLUSION

The collected data was analyzed using simple percentage and Bar charts test chi square test. Certain factors which inhabit and facilities the customer preference of the availability and reduce the price were found out. Based on the inferences drawn certain suggestions have been recommended. In this study an attempt is made to measure the customer analysis and preference about these brands. It is found that customers are satisfied with their brands.

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