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The Customer Perception of Bright Auto Plast Pvt Ltd.

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***Abstract*-To study the customer perception of Bright Auto Plast Pvt Ltd. The study is confined to the automobile companies only. The sample size is chosen as 30. Convenience Sampling is used, and descriptive research is adopted. This study is mainly carried on to find the customer satisfaction level of Bright Auto Plast Pvt Ltd. The major factors that lead to customer satisfaction are the product, pricing, quality, and service. The study has found that the existing system in Bright Auto Plast is not adequate and can be modified accordingly to make it effective.**

Keywords*-customer perception, business environment, product exposure,* customer satisfaction manufacturers, retailers.

1. Introduction

Customer perception related to expectation fulfillment is a significant and critical issue facing organizations in the complex business environment of today[1],[2]. The banking industry is, certainly not an exception to this premise. In fact, it has been widely held in financial institutions that customer satisfaction[3],[4] may be the most influential factor in the selection of a banking institution and enhancing the quality of maritime education, training[5], and research [6],[7]. Likewise, with all of the changes taking place in the financial marketplace and the increase in competition, it becomes apparent that more attention must be given to customer service and satisfaction.

In the past major objectives of any organization is profit maximization by increasing the sales value but in today's context marketers have different objectives thinking, which requires the organization to define the s needs to the s point of view and make efforts to satisfy needs and wants.

Therefore, it is not only important to obtain customer input as to the services and products they desire, but it is equally important to receive management's perceptions of the customers' wants and needs to avoid situations where the institution fails to live up to customer expectations due to failed communications.

2. Customer

A customer, also client, buyer or purchaser is the buyer or user of the paid products of an individual or organization, mostly called the supplier or seller. This is typically through purchasing or renting goods or services. A purchaser of a product or service. A customer is a person or organization that purchases or obtains goods or services from other organizations such as manufacturers, retailers, wholesalers, or service providers. A customer is not necessarily the same person as a product or service can be paid for by one party, the customer, and used by another, a purchaser of a product or service. Divulging the teacher's job satisfaction effect on better work performance [8]. A customer is a person or organization that purchases or obtains goods or services from other organizations such as manufacturers, retailers, wholesalers, or service providers.

The word derives [9] from "custom," meaning "habit"; a customer was someone who frequented a particular shop. It made it a habit of purchasing goods of the sort the shop sold there rather than elsewhere, and with whom the shopkeeper had to maintain a relationship to keep his or her "custom," meaning expected purchases in the future.

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3. Perception

The term perception refers to the process by which individuals organize and interpret their impression to give meaning to their environment.

When people seek to do business with companies or individuals, it's because they have the specific product or service needs. A person who is hungry will seek to purchase food from a restaurant, snack vendor, or supermarket. Someone who needs a website designed for his or her small business will seek assistance from a website designer or developer, or perhaps from a full-service marketing firm. Specific product and service needs drive customers to particular types of service providers.

Separate from specific product and service needs, however, customers all have basic expectations for how they should be treated. To adequately define customer service, it's important to be aware of the actions and behaviors that customers consider important when they interact with service providers. Companies with a reputation for delivering the best customer experience focus on meeting or exceeding customer expectations at all times. Perception is one of the oldest fields in psychology [8]. The oldest quantitative law in psychology is the Weber-Fechner law, which quantifies the relationship between the intensity of physical stimuli and their perceptual effects. The study of perception gave rise to the Gestalt school of psychology, with its emphasis on holistic approach

Perception is the process of attaining awareness or understanding of sensory information. It is a task far more complex than was imagined in the 1950s and 1960s when it was predicted that building perceiving machines would take about a decade, a goal which is still very far from fruition. The word perception comes from the Latin words perception, perception, meaning "receiving, collecting, and action of taking possession. Emerging issues and new challenges in the management of logistics sector-an empirical analysis [9] apprehension with the mind or senses.

What one perceives is a result of interplays between past experiences, one's culture and the interpretation of the perceived. If the percept does not have support in any of these perceptual bases, it is unlikely to rise above the perceptual threshold.

4. Objectives

> To find out the satisfaction level of customers on product of bright auto plant product.
> To create opportunities to reduce costs based on well-performing aspects.
> To provide suggestions for the improvement of products based on customer expectation.
> To analyze minimum cost strategy to develop a product based on customer expectation.
> To analyze the customer standard and accountability.

5. Literature Review

In today's markets, many organizations feel pressure to become more responsive to their customers. Managing your business to deliver superior value to targeted customers may provide a strong avenue to improved performance. The route from value-based strategies to shareholder value can be complicated, however. These strategies have the most direct impact on performance with your customers in the form of customer satisfaction, word of mouth and loyalty. Successful customer performance should translate into higher market performance, as evidenced by a supplier's higher customer retention rates and sales. Finally, market performance provides the engine for increasing company performance or shareholder value. Attaining shareholder value through customer value strategies requires committing major management attention to how best to create, deliver and communicate superior value to targeted customers.

The purpose of this research was an attempt to improve the applicability of the balanced scorecard, in particular, the customer perspective, in the hospitality industry. The objective of the study was to investigate a more structured customer-centric performance measurement framework customized for the hotel industry. Hence, this paper presents the "Customer Calculator" which had been developed based on the Customer Equity model proposed. Qualitative examinations by interviewing hotel

management were conducted to test the applicability of the customer-centric measurement framework. The customer scores facilitate hotel decision-makers who can pinpoint the important drivers of customer relations, which are in need of further action and improvement. The framework can also be employed by the stakeholders to assess hotel performance in general.

There are seven points to became the customer is king, and how to exceed their expectation.

- Redefine your business as a problem solver,
- Understand the real scope of your business,
- Get under each customer's skin,
- Stand out to be outstanding,
- Develop a strategy to define your position,
- Calculate just how much a customer is worth to you,
- Select your plan.

The method focused on customer value analysis and measurement, framing customer value management as one of the main antecedents of the company value-creation process. The paper builds on three main pillars. First, the paper highlights the critical role of customer value in business-to-business markets, focusing on the links between the company's ability to manage customer value-creation processes and the positive financial and economic outcomes generated by loyalty effects. Secondly, the paper develops key analytical stages for an understanding of customer value. The focus is on the customer value chain concept, including consideration of the customer information and acquisition process and its decision rules. Third, the paper illustrates the measurement process, offering an organizational framework for selecting the most suitable method for measuring perceived customer value. The methodological alternatives range from desk measures. The paper concludes with remarks on the managerial implications of these measures, as well as offering suggestions for further research on value for the customer.

The concept of the value of resources is operationalized. It is argued that the resource value is determined in dyads, instead of within one firm. The purchasing model of Kraljic (1983) is used to operationalize "value" from a supply chain

perspective. The value of the resource of a firm is determined by the value of the resource as perceived by its customer(s). The presented model can be used by organizations to build and develop their resource base, and thus create better relations with their customers.

The papers also explained in Implementing Reverse Logistics Activities Into Existing Companies Systems on the Chennai Market [10]. Print Media Business Model in Current Situation [11].

6. Research Design

It is a detailed plan of action for the researcher which defines problem, identify data required and decide tool to be applied. It helps to make the research as efficient as possible.

Descriptive Research seeks to ascertain certain magnitude by making the complete study of the topic. It is used in this project to find the customer perception of bright auto plant Ltd, Chennai. Respondents opinion about to buy again the brights product are explaine in Table 1

Table 1: Respondents opinion about to buy again the Bright product

Particulars	No of Respondents	Percentage
Strongly agree	22	73
Agree	8	27
Neutral	0	0
Disagree	0	0
Strongly disagree	0	0

Inference

73 % of respondents are strongly agreed about to repurchase the brights product. 27% of respondents agree with buy the product again. The respondents

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opinion about satisfaction of brights product in Figure 1.
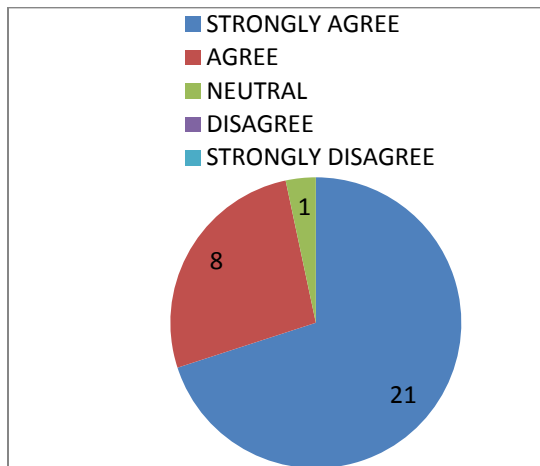
Figure 1: Respondents opinion about satisfaction of bright product

Inference

70% of respondents have strongly agreed the satisfaction level of Brights product, 3% of respondents have neutral position on the satisfaction level of Brights product The respondents opinion about rating of company are given in 2 table.

Table 2: Respondents opinion about rating of company

Particulars	No. of Respondents	Percentage
Excellent	11	37
Good	13	43
Average	6	20
Poor	0	0
Very poor	0	0

Inference

43% of respondent have said the company has the good rating, 37 % of the respondent have to say that Company ratings are excellent,20% respondent says it's about an average. The current

supplier of auto plast to the company details are diplayed in Figure 2.
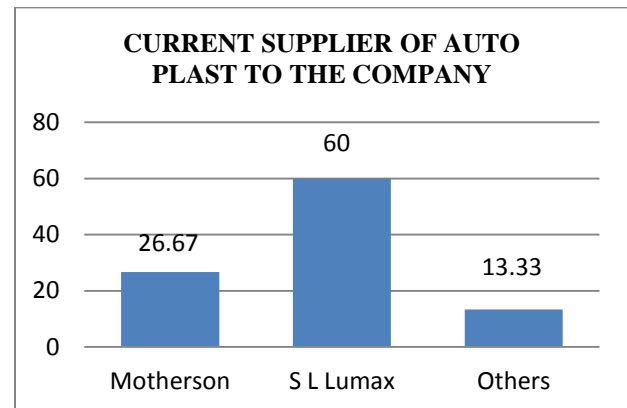
Figure 2: Current supplier of auto plant to the company

Inference

60% of the respondent says that S L Lomax is also supplying their auto product to their company, 27% of the respondent says that mothers are also supplied their auto product to their company. 13%of the has supplied by the other auto plant company. The respondent to find any product error are expressed in Table 3.

Table 3: Respondent finds any product error

Particulars	No. of Respondents	Percentage
Yes	2	7
No	28	93

Inference

93% of the respondent ha snot find any error in the product of bright auto plant and 7% of the respondent have found their product error.

Chi – square test

Null Hypothesis (H_o): There is no relationship between the different customer Factors and sales of the Bright auto plant.

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Alternative Hypothesis (H_1): There is a relationship between the customer's factors and sales

of Bright auto plant are given in Table 4.

Table 4: Relationship between different customer factors and the sales of bright auto plant

S. No	Factors	1	2	3	4	5	TOTAL
1	Customer satisfaction level	32	21	7	0	0	60
2	Opportunities to reduce cost	29	29	14	16	2	90
3	Customer expectation	3	16	10	1	0	30
	TOTAL	64	66	31	17	2	180 / 180

Observed Frequency (O_i)	Expected Frequency (E_i)	$(O_i - E_i)$	$(O_i - E_i)^2$	$(O_i - E_i)^2 / E_i$
32	21.33	10.67	113.85	5.34
21	22	-1.00	1.00	0.04
7	10.33	-3.33	11.09	1.07
0	5.66	-5.66	32.04	5.66
0	0.67	-0.67	0.45	0.67
29	32	-3.00	9.00	0.28
29	33	-4.00	16.00	0.48
14	15.5	-1.5	2.25	0.14
16	8.5	7.5	56.25	6.62
2	1	1.00	1.00	1.00
3	10.67	-7.67	58.83	5.51
16	11	5.00	25.00	2.27
10	5.17	4.83	23.33	4.51
1	2.83	-1.83	3.35	1.18
0	0.33	-0.33	0.11	0.33
			$(O_i - E_i)^2 / E_i$	35.10

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Table 5: Rating For The Group

Group A	05	05	04	03	05	04	03	02	05	05	04	04	04	03	05	04	05
Group B	05	03	04	05	03	04	05	04	05	04	05	02	04				

Table 6: Ranking The Group

A	B	Ranks	Common Rank	A	B
2	2	1,2	1.5	1.5	1.5
3,3,3	3,3	3,4,5,6,7	5	15	10
4,4,4,4,4	4,4,4,4,4	8,9,10,11,12,13,14,15,16,17,	12.5	62.5	62.5
5,5,5,5,5,5,5,5,	5,5,5,5,5	18,19,20,21,22,23,24,25,26,27,28,29,30	24	192	120
		Total		**271**	**194**

Degrees Of Freedom

r = no. of rows, c = no. of columns

$(r - 1)(c - 1) = (3 - 1)(5 - 1) = 8$

Degrees of freedom at 0.05 level of significance is 31.410

χ^2 **cal** χ^2 **tab;** 35.10 >15.507

Inference

Null hypothesis H_0 = Group A and Group B have the provided equal service and facility.

$U_1 = n_1 * n_2 + n_1(n_1+1)/2 - R_1$

$= 17 * 13 + 17(17+1)/2 - 271$

$= 221 + 153 - 271$

$= 103$

$U_2 = n_1 * n_2 + n_2(n_2+1)/2 - R_2$

$= 17 * 13 + 13(13+1)/2 - 194$

$= 221 + 91 - 194$

H_o is rejected, and H_1 is accepted. Therefore there is a relationship between different customer factors and sales of a bright auto plant.

Mann-whitney u test

Group A – major clients service rating.

Group B – dealers service rating provided by the Bright Auto Plast.

Alternative hypothesis H_1 = Group A have differed in providing service and facility than Group

= 118.

$Z = [U - (n_1 * n_2)/2] / [\sqrt{n_1 * n_2 (n_1+n_2-1)/12}]$

$Z = [103 - (17 * 13)/2] / [\sqrt{17 * 13 (17 + 13 - 1)/12}]$

$Z = 103 - 110.5 / 9.59$

$Z = .782$

|Z| < |Z_α|; .782 < 1.96

Inference

Since the calculated value is less than the Table value so, H_0 is accepted. Hence Group A and Group B have equal service and facility provided by Bright Auto Plast. Table 5 shoows the rating of group and Table 6 ranking the group

Suggestions

1. It has been observed that the organization product is highly acceptable to the clients. It shows the quality maintenance of the company. It can be increased furthermore to get 100%, satisfied customers.
2. The services provided by the company need to be improved for the betterment of the business to business marketing.
3. The Pricing strategy should be more competitive when compared to the competitors. To achieve the company should the analysis of current market and understanding the market and aware of competitors.
4. The proper training and motivation will help to improve the consistency and quality of the product.
5. The Company can draw diverse its product line.
6. The company should improve its standard to achieve targets.
7. The awareness of the Company's product should be increased among the public.
8. The Company should use effective strategies for retaining customers.
9. The company must try to produce zero defect products.

7. Conclusion

A study on customer perception of Bright Auto Plast Pvt Ltd, Chennai is mainly carried on to find the customer satisfaction level of Bright Auto Plast Pvt Ltd. The major factors that lead to customer satisfaction are the product, pricing, quality, and service.

➢ The service provided by the company should be increased among the clients and dealers.

➢ The Pricing strategy should be more competitive when compared to the competitors. To achieve the company should the analysis of current market and understanding the market and aware of competitors.

➢ The plastic product which is produced by injection molding which should be converted to blow molding products.

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