

Disconfirmation Model

¹Dr. E. Anandaraja, ²Dr. K.Hariharan, ³Dr. Ashish Kumar Biswas

¹Professor, Saveetha School of Management, Saveetha University, Chennai, Tamil Nadu, India.

²Assistant Professor, ICFAI Foundation for Higher Education, Hyderabad, Telangana, India.

³Assistant Professor, Narsee Monjee Institute of Management Studies (Deemed to be University), Hyderabad, Telangana India.

ABSTRACT

Consumer loyalty can be tended to as an essential business improvement device and it emphatically affects an association's productivity. Fulfilled clients structure the basis of any productive business as purchaser reliability prompts repeat purchases, brand resolve, and positive casual. The essence of every marketing activity is to attract customers and increase their desire for a specific product or service. This study thus evaluated customer satisfaction towards India Cements Limited, Madurai. To this end, the survey research design was adopted. The respondents consist of customers of India cements Limited, Madurai. Primary data were collected through the use of a research questionnaire and were analyzed statistically using percentage analysis, and the chi-square test. The results of the analysis revealed the customer satisfaction level towards India cements limited, Madurai. On the foundations of my exploration, I suggest associations carry out a consumer loyalty model to upgrade their business advancement and work on their general degree of value.

Key Words: Expectations, Perceived performance, Satisfaction, profitability.

INTRODUCTION

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectations. Customer satisfaction is defined as “the number of customers, who reported experience with a firm, its product, or its service (ratings) exceeds specified satisfaction goals. It is viewed as a key execution point inside a business and is much of the time part of a decent scorecard. In a cutthroat commercial center where business vies for clients, consumer loyalty is seen as a basic differentiator and continuously has transformed into a crucial part of a business framework. Inside associations, consumer loyalty appraisals can make strong impacts. They center workers around the significance of satisfying clients' assumptions. Moreover, when these appraisals plunge, they caution of

issues that can influence deals and productivity. These measurements evaluate a significant dynamic. At the point when a brand has faithful clients, it acquires positive verbal exchange showcasing, which is both free and exceptionally viable.

“Customer satisfaction provides a proactive indicator of consumer purchase intentions and loyalty.”

The Disconfirmation Model

The disconfirmation model depends on the examination of clients' [expectations] and their [perceived performance] appraisals. In particular, a singular's assumptions are affirmed when an item proceeds true to form. It is adversely affirmed when an item performs surprisingly ineffectively. The disconfirmation is positive when an item performs over the assumptions (Churchill and Suprenant 1982).

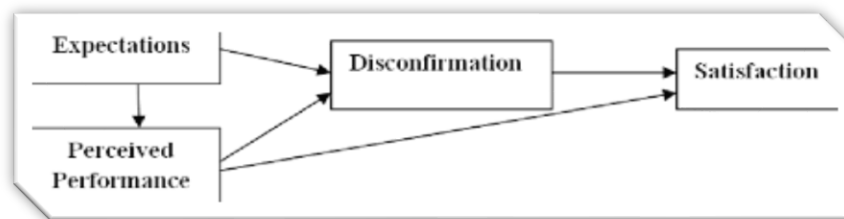


Figure-1

There are four constructs to describe the traditional disconfirmation paradigm: expectations, performance, disconfirmation, and satisfaction.”

"Fulfillment is considered as a result of procurement and use, coming about because of the purchasers' examination of anticipated remunerates and caused expenses of the buy about the expected outcomes.

In activity, fulfillment is some way or another like disposition as it tends to be assessed as the number of fulfilments for certain elements of the item." "In the writing, mental and full of feeling models of fulfillment are additionally evolved and considered as options (pfaff, 1977). Churchill and Suprenant 1982 assessed different examinations in the writing and shaped an outline of the disconfirmation cycle".

LITERATURE REVIEW

Hunt (1982) reported that by the 1970s, interest in customer satisfaction had increased to such an extent that over 500 studies were published. This trend continued and by 1992, Peterson and Wilson estimated the amount of academic and trade articles on customer satisfaction to be 15,000.

Several studies have shown that it costs about five times to gain new customers as it does to keep an existing customer (Naumann, 1955) and this results in more interest in customer relationships. Thus, several companies are adopting customer satisfaction as their operational goal with a carefully designed framework. Hill and Alexander (2000) wrote in their book that “companies now have a big investment in database marketing, relationship management and customers planning to move

closer to their customers”. Jones and Sasser (1995) composed that "accomplishing consumer loyalty is the principal objective for most help firms today".

Expanding consumer loyalty has been displayed to straightforwardly influence organizations' piece of the pie, which prompts further developed benefits, positive proposal, lower advertising consumption (Reichheld, 1996; Heskett et al., 1997), and enormously influence the corporate picture and endurance (Pizam and Ellis, 1999). Customer satisfaction, as a construct, has been fundamental to marketing for over three decades. As soon as 1960, Keith (1960) characterized showcasing as "fulfilling the necessities and wants of the purchaser". Chase (1982) revealed that by the 1970s, interest in consumer loyalty has expanded so much that more than 500 examinations were distributed. This trend continued and by 1992, Peterson and Wilson estimated the amount of academic and trade articles on customer satisfaction to be over 15,000. Thus, several companies are adopting customer satisfaction as their operational goal with a carefully designed framework. Hill and Alexander (2000) wrote in their book that “companies now have a big investment in database marketing, relationship management and customer planning to move closer to their customer”. Jones and Sasser (1995) composed that "accomplishing consumer loyalty is the principal objective for most assistance firms today" expanding consumer loyalty has been displayed to straightforwardly influence organizations' portion of the overall industry, which prompts further developed benefits, positive suggestions, lower advertising consumptions (Reichheld, 1996; Heskett

al.,1997), and extraordinarily influence the corporate picture and endurance (Pizam and Ellis, 1999). Parker and Mathew(2001) communicated that there are two fundamental definitional ways to deal with the idea of consumer loyalty. The main methodology characterizes fulfillment as an interaction and the subsequent methodology characterizes fulfillment as a result of a utilization experience. These two methodologies are correlative, as frequently one relies upon the other. Yi (1990) communicated that clients purchase items or administrations with pre-buy assumptions regarding expected execution, when the purchased item or administration has been utilized, results are looked at against assumptions. Assuming the result matches assumptions, the outcome is affirmed. At the point when there are contrasts among assumptions and results, disconfirmation happens. Positive disconfirmation happens when item or administration execution surpasses assumptions. Thusly, fulfillment is brought about by sure disconfirmation or affirmation of client assumptions, and disappointment is the negative disconfirmation of client assumptions (Yi, 1990). While a few investigations support the disconfirmation worldview, different doesn't. For example, Churchill and Surprenant (1982) found that neither disconfirmation nor assumptions affected consumer loyalty with tough items. Weiner (1980, and 1985); and Folks (1984) proposed the attribution theory, which stated when a customer is convinced that the supplier causes the dissatisfaction. The complaining customer is focused on restoring justice and the satisfaction outcome is driven by the perceived fairness of the outcome of complaining.

Westbrook and Reilly (1983) proposed the worth percept hypothesis, which characterizes fulfillment as a close to home reaction brought

about by a mental evaluative interaction, which is the examination of the item or administration to one's worth as opposed to assumptions. Thus, fulfillment is a disparity between the noticed and the ideal. Fisk and Young (1985); Swan and Oliver (1985) proposed the value hypothesis, which expressed that people contrast their feedback and result proportions and those of others and feel impartial treated. Value judgment depends on two stages; first, the client looks at the result to the info, and second, plays out an overall examination of the result to the next party.

RESEARCH METHODOLOGY

The Research Design Undertaken for the study is a Descriptive one. The study was undertaken around the area of India Cements, Madurai district. and Convenience sampling was used to identify the samples. The sample size of the study is 200. Primary data is collected through a structured questionnaire. A pilot study was undertaken to check the validity and reliability (Cronbach's alpha =0.85) of the questionnaire with few respondents. Relevant secondary data were collected from books, magazines, articles, and journals.

Major Objectives of the study:

- To understand the expectations of Existing customers
- To examine how brand ambassadors can influence sales promotion.
- To identify the customer's perception about the price of the product
- To analyse the reasons for the discomforts of customers.
- To find out the promotion tools and satisfaction level of customers.

EMPIRICAL FINDINGS:

Table -1: Demographical Profile

S.No	Variable	Respondents	Frequency	Percentage
1	Age	20 to 30 Years	56	28

		30 to 40 Years	98	49
		Above 40 Years	46	23
		Total	200	100
2	Educational Qualification	Uneducated	80	40
		SSLC	32	16
		UG	64	32
		PG	24	12
		TOTAL	200	100
3	Occupation	Direct consumer	94	47
		Engineer	43	21.5
		Masons	47	23.5
		Others	16	8
		Total	200	100
4	Brands of cement	Sankar	34	17
		Ramco	25	12.5
		Dalmia	18	9
		Ultratech	13	6.5
		All the above	110	55
		TOTAL	200	100
5	Mode of purchase of cement	Direct from company	42	21
		Dealers	128	64
		Sub dealers	30	15
		TOTAL	200	100

The above table shows that 28% of respondents are between the age group of 20 to 30 yrs, 49% of respondents are between 30 to 45 yrs, and 23% of respondents are above the age group of 40 years. The above table shows that 62% of respondents are uneducated, 16% of respondents are SSLC qualified, 16% of respondents are UG qualified, and 6% of respondents are PG qualified. The above table shows that 47% of respondents are direct consumers, 22% of respondents are engineers, 24% of respondents are masons, and 7% of respondents are others. The above table shows that 16% of respondents have purchased Sankar cement, 13% of respondents have purchased Ramco cement, 9% of respondents have purchased Dalmia cement, and 55% of respondents have purchased all the brands

mentioned above. The above table shows that 21% of respondents purchase cement directly from the company, 64% of respondents purchase cement from dealers, and 15% of respondents purchase from sub-dealers.

CHI-SQUARE TEST

Chi-square test to test the significant relationship between the period of usage and the level of satisfaction.

Null Hypothesis

There is no relationship between the usage period and the satisfaction level.

Alternate Hypothesis

There is a relationship between the usage period and the satisfaction level.

Cross tabulation between the period of usage and the level of satisfaction.

Period of Usage		Highly satisfied	Satisfied	Neutral	Total
0-12 Months	Nos	5	4	3	12
	%	42	33	25	100

1-3 yrs	Nos	15	21	12	48
	%	31	44	25	100
3-5 Yrs	Nos	18	28	8	54
	%	33	52	15	100
More than 5 yrs	Nos	18	59	9	86
	%	21	69	10	100
Total	Nos	56	112	32	200
	%	28	56	16	100

Chi-Square Tests

Chi-square	Value	Degree Freedom	Significance value
Pearson Chi-Square	12.79	6	0.002

Since the significance value is less than at 5% (0.05) level, so the null hypothesis is rejected at the 5% significance level. It indicates that the

Alternate hypothesis is accepted (i.e.) there is a relationship between the usage period and the satisfaction level.

Discomfort Model Analysis:

Discomfort Factors	Variables	No. of respondents	%	Company's DATA
Customer's Perception of the Product Features	Price	48	24	27
	Quality	112	56	60
	Brand image	18	9	09
	Advertisement	22	11	04
	TOTAL	200	100	100
Perception of Reference Before Purchase	Dealer	13	7	10
	Masons	89	45	50
	Friends	25	12	5
	Engineers	73	36	35
	TOTAL	200	100	100
Expectations on Frequency of Purchase	Less than 1 year	12	6	7
	1 to 3 years	48	24	13
	3 to 5 years	54	27	35
	More than 5 years	86	43	45
	TOTAL	200	100	100
Delivery Time Expected by Customer	3 to 5 hrs	23	11	0
	5 to 10 hrs	37	19	25
	Within a day	140	70	75
	TOTAL	200	100	100
Satisfaction Level	Highly satisfied	56	28	40

	Satisfied	112	56	55
	Neutral	32	16	5
	TOTAL	200	100	100

The above table shows that 24% of respondents will consider the price factor during the purchase of cement, and 76% of respondents will consider the quality factor during the purchase of cement. The above table shows that 7% of respondents refer to the dealer while a purchase of cement, 45% of respondents refer to masons while the purchase of cement, 12% of respondents refer to friends while purchasing cement, and 36% of respondents refer to engineers while purchasing cement. The above table shows that 6% of the customers use Sankar cement from 0 to 12 months, 24% of the customers use Sankar cement from 1 to 3 yrs, 27% of the customers use Sankar cement from 3 to 5 yrs, 86% of the customers using Sankar

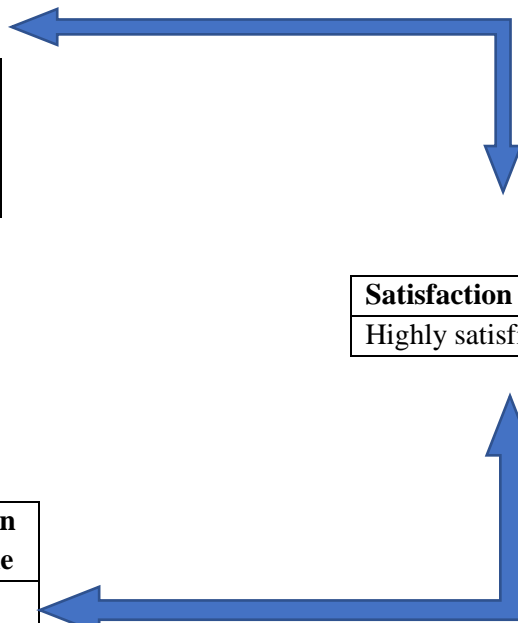
cement for more than 5 yrs. The above table shows that 74% of respondents frequently purchase from 0 to 12 months, 16% of respondents purchase from 1 to 3 yrs, 4% of respondents purchase from 3 to 5 yrs, 6% of respondents purchase from more than 5 yrs. The above table shows that 11% of the respondents expect 3 to 5 hrs delivery, 19% of the respondents expect 5 to 10 hrs delivery, and 70% of the respondents expect delivery within a day. The above table shows that 28% of the customers are highly satisfied with Sankar cement, 56% of the customers are satisfied with Sankar cement, and 16% of the customers have a neutral level of satisfaction with Sankar cement.

Discomfort MODEL

Perception on features	Perception on references
Price Quality	Dealer Masons

Expectation on Reference	The expectation of delivery time
3-5 Years More than 5	5-10 hours Within a Day

Satisfaction Level
Highly satisfied



The following factors varied from the company's data, which they presumed to use for all their projection purposes. The study offered a new dimension in developing new product strategies for the company. The price and quality are very highly rated by the

company, but the customers were also keen on the advertisement. Also, the Dealer and the Mason are the biggest points of sales reference as identified by the company but the customers perceived engineers and friends are also to be considered.

When it comes to expectations, the company only people buy the product after 3-5 years of their purchase, but it seems 1-3 years itself customers are coming for repeat purchases, which will make the company revisit their advertising and marketing strategies on short visit customers also. Customers are expecting a 3-5 hour delivery schedule, but the company has not even thought about it. So in the future, the company should take efforts to deliver immediately by increasing the number of dealers and suppliers.

When it comes to satisfaction, about 16% of the customers stayed neutral, which needs to be addressed, Also the highly satisfied ratio is reducing, so the company needs to lay hands and develop strategies to improve the satisfaction level of the customers.

CONCLUSION

Today in the competitive world, every product has more than 5 alternate products. So customers have got a wide chance to choose the product. When the customers are not satisfied with the product, they would go for alternate products. The satisfaction level of the customers with the product of India cements is fair. The company should increase the level of satisfaction by providing discounts & offers, concentrating on advertisements, and creating strategies to retain the customers.

REFERENCES

Research Articles

1. Joseph McVicker Hunt (1982). "Toward Equalizing the Developmental Opportunities of Infants and Preschool Children". *Journal of Social Issues*, Vol.38, No.4, pp. 163-191.
2. Anderson, E.W., Fornell, C. and Rust, R.T. (1997) Customer Satisfaction, Productivity, and Profitability: Differences between Goods and Services. *Marketing Science*, 16, 129-145. <http://dx.doi.org/10.1287/mksc.16.2.129>
3. Churchill, G. A., & Surprenant, C. (1982). An Investigation into the Determinants of Customer Satisfaction. *Journal of Marketing Research*, 19(4), 491-504. <https://doi.org/10.2307/3151722>
4. Peterson, R.A. and Wilson, W.R. (1992) Measuring Customer Satisfaction: Fact and Artefact. *Journal of the Academy of Marketing Science*, 20, 61-71. <https://doi.org/10.1007/BF02723476>
5. Pizam, A. and Ellis, T. (1999) Customer Satisfaction and Its Measurement in Hospitality Enterprises. *International Journal of Contemporary Hospitality Management*, 11, 326-339. <http://dx.doi.org/10.1108/09596119910293231>
6. Parker, C., & Mathews, B. P. (2001). Customer satisfaction: Contrasting academic and consumers' interpretations. *Marketing Intelligence & Planning*, 19(1), 38-44. <https://doi.org/10.1108/02634500110363790>
7. Westbrook, R.A. and Reilly, M.D. (1983) Value-Percept Disparity: An Alternative to the Disconfirmation of Expectations Theory of Consumer Satisfaction. In: Bagozzi, R.P. and Tybout, A.M., Eds., *Advances in Consumer Research*, Association for Consumer Research, Ann Arbor, 256-261.
8. Raymond P. Fisk and Clifford E. Young (1985) ,"Disconfirmation of Equity Expectations: Effects on Consumer Satisfaction With Services", in *NA - Advances in Consumer Research Volume 12*, eds. Elizabeth C. Hirschman and Morris B. Holbrook, Provo, UT : Association for Consumer Research, Pages: 340-345.

9. Oliver, R. L., & Swan, J. E. (1989). Consumer Perceptions of Interpersonal Equity and Satisfaction in Transactions: A Field Survey Approach. *Journal of Marketing*, 53(2), 21–35.
<https://doi.org/10.2307/1251411>
10. Yi, Y. (1990). A Critical Review of Consumer Satisfaction. In V. A. Zeithaml (Ed.), *Review of Marketing 1990* (pp. 68-123). Chicago, IL: American Marketing Association.

Text Books

1. Hill, N. & Alexander, J. (2000). *Handbook of Customer Satisfaction and Loyalty Measurement*, Gower Publishing, Ltd.
2. Jones, T.O. and Sasser, W.E. (1995) Why Satisfied Customers Defect. *Harvard Business Review*, 73, 88-99.
3. Reichheld, F.F. (1996) *The Loyalty Effect*. Harvard Business School Press, Boston
4. Heskett, J. L., Sasser, W. E. J., & Schlesinger, L. A. (1997). *The Service Profit Chain*. New York, NY: Free Press.
5. Hill, N. & Alexander, J. (2000). *Handbook of Customer Satisfaction and Loyalty Measurement*, Gower Publishing, Ltd.

Web links

1. <https://en.wikipedia.org/>
2. https://en.wikipedia.org/wiki/Customer_satisfaction
3. <https://www.indiacements.co.in/>
4. <https://www.ibef.org/industry/cement-india.aspx>
5. <https://managementhelp.org/customer/service.htm>
6. <https://www.thesis scientist.com/docs/Thesis/83e769f0-1df8-49df-b206-ffb1d168414a>