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**A STUDY ON CONSUMER BEHAVIOUR TOWARDS GRANITES**

**ABSTRACT:**

Consumer is a person who buys the product or services for the consumption purpose and not for the resale or manufacturing. He is the decision maker in the process of purchase or consumption of the products or services. In such a case consumer can be either an individual person, group or can be an organization.

The consumers are mainly influenced by the promotional or marketing strategies applied by the business organization like advertisements, personal selling, sales promotion techniques, etc. in the process of influencing the customer to buy the product either from the store or from the manufacturer directly or indirectly.

Granite is known as “king of monuments” because of its essential characterisitics similar as reduntant fine glass polish, scrap free lustrous face and continuity. Indian determinedness has come the most sought later and considerably used gravestone material in erecting constructions and massive structural workshop throughout the world and is well known in the transational request not only for its fiteness and aesthetic quality but also for its continuity.

**Key word: Consumer, Services, Organisation**

**MEANING OF CUSTOMER SATISFACTION:**

Customer Satisfaction can be defined as ‘Numeral customers or percentage of the total customers whose related experience with an organization in respect of the products and services ranking surpass the indicated or stated satisfaction goals’.

It is a marketing word which measures ‘by what means the products and services are delivered by the firm to fulfill or evaluate the customer belief/expectation’. This is significant to the marketer or business so that it can use this rating of expectation and accordingly in the development of marketing plan or strategy than can bring the profit to enterprise.

# MEANING OF BUYING BEHAVIOUR:

“Buying behavior of the customer is nothing but decision making process or the acts that are involved in buying and using of the purchased goods”.

The more the number of buyers of the product, the more is the success of the firm who produce them. For a company to manufacture the good or service that is desired by the customer, for that the company should first analyze the needs of the customer. Company should undertake a survey to understand the needs of the customer and should manufacture the goods which best satisfies such need.

1. **MEANING OF ROCK:**

As per geology the outer layer, the lithosphere of the Earth’s crust is made of rock. A rock or stone is a naturally occurring solid and hard aggregate material substance formed by various minerals which are found on the earth or on the ground of the earth. These stones or rocks are cut into different block shapes or pieces for using in the construction buildings, houses or else as per the requirements.

1. **CLASSIFICATION OF ROCKS:**

Generally in the geological terms the rocks classification is based on the certain characteristics. These characteristics are permeability, chemical composition, size of the particles and texture of constituent particles. These physical properties are considered as the end result of rocks formation because of which the rocks transforms itself from one type to another over the period of time. This process is defined as rock cycle. Eventually this process has generated the three classes of the rocks which are defined as **igneous, sedimentary and metamorphic**.

**MACHINERIES AND EQUIPMENT’S REQUIRED AFTER EXTRACTION OF BLOCKS:**

* + - 1. Gang Saw
      2. Diamond Wire saw
      3. Multi-wire Gang Saws
      4. Cranes
      5. Truck Trailers
      6. Wooden Pallets
      7. Containers

**PROCESSING OF MARBLE AND GRANITE BLOCKS:**

**STEP 1: CUTTING**

After the blocks are extracted from the quarry they are sent to the factory for the processing job. Here, the actual design, shape, size, structure, texture, colour of the marble and granite are taken care of. During the extraction the size of the marble of large and heavy so this will be cut into small pieces as per the requirements of the material.

# STEP 2: POLISHING

The next step after the slabs cutting is polishing. This process is carried through a polishing line where the slabs are laid on the conveyer horizontally. Here the line moves from **diamond abrasive coarse to the finer (rubbing)-abrasive** and then to the grind abrasives. Abrasives are the material or substance used for grinding, rubbing, polishing, etc. the hard surface of the stone.

# STEP 3 : PACKAGING AND TRANSPORTATION

In this step all the marble and granite materials are inspected for their quality and then packed accordingly for the long journey of it. Tiles are packed into pallets so that it can be protected of the bumps on the way. Slabs are also packed in bundle form and chocked/steadied with the wooden frame as per the customs.

# STEP 4 : IMPORT/EXPORT

Marble being quarried in Oman it is mostly sent to the quarry owner factories for the further processing. From that point it is loaded into tractor trailer to bring to the site place of the construction or to the order requisition place. More than 70% of the marble is being exported to international markets.

# MEANING OF GRANITE:

Granite is an insensitive/intrusive igneous rock which is widely distributed throughout Earth’s crust at a range of depths up to 31 mi (50 km). The word ‘Granite’ has its root origin from Latin called ‘Grain’ or ‘Granum’. This word even has come from ‘Italian Granito’ meaning ‘Grained’.

The Granite’s characteristic grainy structure and strength is the result of many individual crystalline structures which forms tightly together as magma slowly cools within large, deeply buried rock bodies known as plutons. True granite contains 20-60% quartz as well as both plagioclase and alkali feldspars of which the former may not exceed general balance. Other minerals such as hornblende and biotite may also occur in granite, accounting for its variety of appearances (Alden 2004).

# ORIGIN OF GRANITE:

Granite has been formed due to cooling of magma which has numerous potentials in it. The depth of the granite emplace in the deep level of the crust is typically not less than 1.5 (One and Half) km and around Fifty (50) km deep in the continental layer. There are many classification schemes led by the different countries with the various definite means of granite. Some of these regions are American schemes, British schemes and French schemes.

**CHEMICAL COMPOSITION OF GRANITE:**

Granite is basically a rock consisting of various minerals. Few specific chemicals present in the rock are around 80 percent which are shown in the below table, whereas few common minerals are hornblende and mica (muscovite).

**NATURAL RADIATION/ENERGY:**

Granite is a source of natural radioactive elements present in it which is commonly seen in most of the stones. Conversely, in some granite the radioactive elements are higher in amount which makes the consumer to consider for the health and safety.

# GRANITE PRESENT SCENARIO IN THE BUILDING CONSTRUCTION:

In the construction business granite is used as dimensional stone in the form of slabs, flooring tiles, counter tops, etc. for the monuments and commercial as well as residential buildings. Due to its compressive strength and resistance capacity it is mainly used for the external purposes and also as the foundation of the buildings. Also due to the reaction of acidic rain on marble most of the places has been replaced with the granite due to its durability and strength.

Artistic quality and polish of granite has given more demand for the kitchen counter tops and other decorative items. ‘Alisa Craig in Scotland’ stones were made in the year of 1750 which were traditionally famous for ‘curling stones’. The best granite can cost around US $ 1500 and roughly 60 to 70 percent stone are used of the same place. Today’s date this island is considered only for the survival of wild life not for quarrying.

# GRANITE AS AN ENGINEERING MATERIAL:

In the field of construction for the actual usage, typically the engineers have selected the polished stone due to its plane surface, impermeable and inflexibility. Whereas, the sand- blasted concrete is used as substitute if there is use of granite is impractical or non-available.

Mostly the uncommon way of granite in the chips form has been used for the construction of the railings in the England in 1980.

**USES OF GRANITE:**

Granite is also used in many places in the field of construction. The nature of granite is basically strength which is strong and hard in comparison to the marble. Mostly granite in Muscat based on the climatic condition it’s been used for external purposes.

Subsequently, in the schools or hospitals for the compound walls, in banks may be for the main entrance, Hotels and buildings for the kitchen tops or in the form of wash basins, Monuments, and other granite products. It is not considered to be decorative stone but durability of this stone is considered before its usage.

**OBJECTIVES OF THE STUDY:**

1. To study the theoretical concept of buying behaviour and the satisfaction level of the consumers. The theoretical approach will lay the guidelines for the further research.
2. To study, observe, analyze and research the conceptual work of marble and granite consumers buying behaviour and their satisfaction with the application of various strategies of marketing. The objectives of conceptual work will enable in the research to examine and find the results of the research.
3. To study the decision making process with respect to consumer buying behaviour and its various stages. Various factors of decision making process and its stages will help to identify and elucidate problems faced by the enterprises so as to make changes in the while approaching the consumers.
4. To find the market environment factors which are affecting the buying behaviour and satisfaction level of marble and granite enterprises. Also the study of demographic profile of the respondents will enable to identify the buying behaviour and satisfaction level towards the marble and granite products in the tenkasi region.

**NEED FOR THE STUDY:**

The study is mainly conducted to know satisfaction level of customers in tenkasi district and also know the dissatisfaction of the customers if any. The study is also conducted to know about the product preference of the customers. It is also conducted to know about customer grievance and the actions to be taken to increase the satisfaction level of the customers.

**PURPOSE OF RESEARCH WORK TOPIC:**

In the present market scenario of competitive world understanding of consumer buying behaviour and reaching the customer satisfaction level has become a vital element for the companies in the process of achieving the organizational objectives. These two concepts are ambiguous in it but are far more influencing the organizational objectives.

Consequently, the study undertaken to analyze or understand consumer buying behaviour and the satisfaction level in marble and granite will be helpful in interpreting the environmental conditions which are affecting such behaviour and estimating the level of satisfaction in the perspective of achieving the aim and objectives. Enhancement of the customer loyalty is one of the factors of the study.

**HYPOTHESIS:**

Hypothesis is an assumption or presumption or anticipated explanation which is made on the basis of partial evidence as the beginning point to go on for further exploration or investigation. This can also be an idea or analysis about something that is depended on certain identified facts bust still it has not been verified. The unproven idea will be leading to the further study or investigation.

1. **THERE IS NO SIGNIFICANT DIFFERENCE BETWEEN MARITAL STATUS AND IMPORTANT PARAMETER DURING PURCHASE OF GRANITES.**

Comparison of important parameter during purchase of granites and marital status

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Factor** | **Marital status** | **N** | **Mean rank** | **Sum of ranks** | **Mann whitney u test** | **P value** |
| Price | Single | 63 | 419.33 | 26418.00 | 3885.000 | 0.000 |
| Married | 449 | 233.65 | 104910.00 |
| Total | 512 |  |  |
| Brand name | Single | 63 | 418.43 | 26361.00 | 3942.000 | 0.000 |
| Married | 449 | 233.78 | 104967.00 |
| Total | 512 |  |  |
| Trend | Single | 63 | 418.76 | 26382.00 | 3921.000 | 0.000 |
| Married | 449 | 233.73 | 104946.00 |
| Total | 512 |  |  |
| Quality | Single | 63 | 418.82 | 26385.50 | 3917.500 | 0.000 |
| Married | 449 | 233.72 | 104942.50 |
| Total | 512 |  |  |
| Convenient location | Single | 63 | 419.13 | 26405.50 | 3897.500 | 0.000 |
| Married | 449 | 233.68 | 104922.50 |
| Total | 512 |  |  |

The sum of the ranks of price for single respondents are 26418.00 and for married respondents are 104910.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that married respondents are preferred the price is important compared to single respondents.

The sum of the ranks of brand name for single respondents are 26361.00 and for married respondents are 104967.00. the P value is 0.000, which is less than 0.01, the assumes level of significance. This means thatbthe null hypothesis is rejected. It concludes that married respondents are preferred thebrand name is important compared to single respondents.

The sum of the ranks of trend for single respondents are 26382.00 and for married respondents are 104946.00. the P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that married respondents are preferred the trend is important compared to single respondents.

The sum of the ranks of quality for single respondents are 26385.50 and for married respondents are 104942.50. the P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that married respondents are preferred the quality is important compared to single respondents.

The sum of the ranks of convenient location for single respondents are 26405.50 and for married respondents are 104922.50. the P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that married respondents are preferred the convenient location is important compared to single respondents.

1. **THERE IS NO SIGNIFICANT DIFFERENCE BETWEEN FAMILY TYPE AND IMPORTANT PARAMETER DURING PURCHASE OF GRANITES.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **factor** | **Family type** | **N** | **Mean rank** | **Sum of ranks** | **Mann whitney u test** | **P value** |
| Price | Nuclear family | 174 | 218.68 | 38049.50 | 22824.500 | 0.000 |
| Joined family | 338 | 275.97 | 93278.50 |
| Total | 512 |  |  |
| Brand name | Nuclear family | 174 | 218.29 | 37982.50 | 22757.500 | 0.000 |
| Joined family | 338 | 276.17 | 93345.50 |
| Total | 512 |  |  |
| Trend | Nuclear family | 174 | 218.68 | 38049.50 | 22824.500 | 0.000 |
| Joined family | 338 | 275.97 | 93278.50 |
| Total | 512 |  |  |
| Quality | Nuclear family | 174 | 218.26 | 37977.50 | 22752.500 | 0.000 |
| Joined family | 338 | 276.18 | 93350.50 |
| Total | 512 |  |  |
| Convenient location | Nuclear family | 174 | 218.32 | 37988.50 | 22763.500 | 0.000 |
| Joined family | 338 | 276.15 | 93339.50 |
| Total | 512 |  |  |

The sum of the ranks of price for nuclear family respondents are 38049.50 and for joint family respondents are 93278.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that joint family respondents are preferred the price is important compared to nuclear family respondents.

The sum of the ranks of price for nuclear family respondents are 37982.50 and for joint family respondents are 93345.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that joint family respondents are preferred the price is important compared to nuclear family respondents.

The sum of the ranks of price for nuclear family respondents are 38049.50 and for joint family respondents are 93278.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that joint family respondents are preferred the price is important compared to nuclear family respondents.

The sum of the ranks of price for nuclear family respondents are 37977.50 and for joint family respondents are 93350.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that joint family respondents are preferred the price is important compared to nuclear family respondents.

The sum of the ranks of price for nuclear family respondents are 37988.50 and for joint family respondents are 93339.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that joint family respondents are preferred the price is important compared to nuclear family respondents.

1. **THERE IS NO SIGNIFICANT DIFFERENCE BETWEEN PURCHASE DECISION AND IMPORTANT PARAMETER DURING PURCHASE OF GRANITES.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **factor** | **Purchase decision** | **N** | **Mean rank** | **Sum of ranks** | **Mann whitney u test** | **P value** |
| Price | Impulsive buying | 71 | 352.29 | 25012.50 | 3885.000 | 0.000 |
| Planned purchase | 441 | 241.08 | 106315.50 |
| Total | 512 |  |  |
| Brand name | Impulsive buying | 71 | 352.39 | 25019.50 | 3942.000 | 0.000 |
| Planned purchase | 441 | 241.06 | 106308.50 |
| Total | 512 |  |  |
| Trend | Impulsive buying | 71 | 353.35 | 25088.00 | 3921.000 | 0.000 |
| Planned purchase | 441 | 240.91 | 106240.00 |
| Total | 512 |  |  |
| Quality | Impulsive buying | 71 | 352.26 | 25010.50 | 3917.500 | 0.000 |
| Planned purchase | 441 | 241.08 | 106317.50 |
| Total | 512 |  |  |
| Convenient location | Impulsive buying | 71 | 351.89 | 24984.00 | 3897.500 | 0.000 |
| Planned purchase | 441 | 241.14 | 106344.00 |
| Total | 512 |  |  |

The sum of the ranks of price for impulsive buying is 25012.50 and for planned purchase is 106315.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that planned purchase is preferred the price is important compared to impulsive buying.

The sum of the ranks of price for impulsive buying is 25019.50 and for planned purchase is 106308.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that planned purchase is preferred the price is important compared to impulsive buying.

The sum of the ranks of price for impulsive buying is 25088.00 and for planned purchase is 106240.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that planned purchase is preferred the price is important compared to impulsive buying.

The sum of the ranks of price for impulsive buying is 25010.50 and for planned purchase is 106317.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that planned purchase is preferred the price is important compared to impulsive buying.

The sum of the ranks of price for impulsive buying is 24984.00 and for planned purchase is 106344.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that planned purchase is preferred the price is important compared to impulsive buying.

1. **THERE IS NO SIGNIFICANT DIFFERENCE BETWEEN PAYMENT METHOD AND IMPORTANT PARAMETER DURING PURCHASE OF GRANITES.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Factor** | **Payment methods** | **N** | **Mean rank** | **Sum of ranks** | **Mann whitney u test** | **P value** |
| Price | Cash purchase | 215 | 112.72 | 24235.00 | 1015.000 | 0.000 |
| Credit purchase | 297 | 360.58 | 107093.00 |
| Total | 512 |  |  |
| Brand name | Cash purchase | 215 | 113.21 | 24340.00 | 1120.000 | 0.000 |
| Credit purchase | 297 | 360.23 | 106988.00 |
| Total | 512 |  |  |
| Trend | Cash purchase | 215 | 112.83 | 24259.00 | 1039.000 | 0.000 |
| Credit purchase | 297 | 360.50 | 107068.00 |
| Total | 512 |  |  |
| Quality | Cash purchase | 215 | 113.30 | 24359.00 | 1139.000 | 0.000 |
| Credit purchase | 297 | 360.16 | 106969.00 |
| Total | 512 |  |  |
| Convenient location | Cash purchase | 215 | 113.37 | 24375.00 | 1155.000 | 0.000 |
| Credit purchase | 297 | 360.11 | 106953.00 |
| Total | 512 |  |  |

The sum of the ranks of price for cash purchase is 24235.00 and for credit purchase is 107093.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that credit purchase is preferred the price is important compared to cash purchase.

The sum of the ranks of price for cash purchase is 24340.00 and for credit purchase is 106988.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that credit purchase is preferred the price is important compared to cash purchase.

The sum of the ranks of price for cash purchase is 24259.00 and for credit purchase is 107068.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that credit purchase is preferred the price is important compared to cash purchase.

The sum of the ranks of price for cash purchase is 24359.00 and for credit purchase is 106969.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that credit purchase is preferred the price is important compared to cash purchase.

The sum of the ranks of price for cash purchase is 24375.00 and for credit purchase is 106953.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that credit purchase is preferred the price is important compared to cash purchase.

1. **THERE IS NO SIGNIFICANT DIFFERENCE BETWEEN MARITAL STATUS AND SATISFACTION OF THE RESPONDENTS.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **factor** | **Marital status** | **N** | **Mean rank** | **Sum of ranks** | **Mann whitney u test** | **P value** |
| Location of the shop | Single | 63 | 419.63 | 26436.50 | 3866.500 | 0.000 |
| Married | 449 | 233.61 | 104891.50 |
| Total | 512 |  |  |
| Price of the granite | Single | 63 | 416.14 | 26217.00 | 4086.000 | 0.000 |
| Married | 449 | 234.10 | 105111.00 |
| Total | 512 |  |  |
| Quality of the granite | Single | 63 | 419.93 | 26455.50 | 3847.500 | 0.000 |
| Married | 449 | 233.57 | 104872.50 |
| Total | 512 |  |  |
| Quantity of the granite | Single | 63 | 414.79 | 26131.50 | 4171.500 | 0.000 |
| Married | 449 | 234.29 | 105196.50 |
| Total | 512 |  |  |
| Availability of variety in packing | Single | 63 | 413.71 | 26063.50 | 4239.500 | 0.000 |
| Married | 449 | 234.29 | 105264.50 |
| Total | 512 |  |  |
| Personal attention for regular consumer | Single | 63 | 413.71 | 26417.50 | 3885.500 | 0.000 |
| Married | 449 | 234.44 | 104910.50 |
| Total | 512 |  |  |
| Willing to listen/answer consumer questions | Single | 63 | 419.33 | 26389.00 | 3914.000 | 0.000 |
| Married | 449 | 233.65 | 104939.00 |
| Total | 512 |  |  |
| Fast and kind service | Single | 63 | 418.87 | 26135.50 | 4167.500 | 0.000 |
| Married | 449 | 233.72 | 105192.50 |
| Total | 512 |  |  |
| Discount for regular customers | Single | 63 | 414.85 | 26397.00 | 3906.000 | 0.000 |
| Married | 449 | 234.28 | 104931.00 |  |  |
| Total | 512 |  |  |
| Complaints and grievance handling | Single | 63 | 419.00 | 26458.00 | 3845.000 | 0.000 |
| Married | 449 | 233.70 | 104870.00 |
| Total | 512 |  |  |
| Conveying of information for new varieties | Single | 63 | 419.25 | 26413.00 |  |  |
| Married | 449 | 233.66 | 104915.00 | 3890.000 | 0.000 |
| Total | 512 |  |  |

The sum of the ranks of location of the shop for single respondents are 26436.50 and for married respondents are 104891.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that married respondents are satisfied about the location of the shop compared to single respondents.

The sum of the ranks of price of the granite for single respondents are 26217.00 and for married respondents are 105111.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that married respondents are satisfied about the price of the granite compared to single respondents.

The sum of the ranks of Quality of the granite for single respondents are 26455.00 and for married respondents are 104872.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that married respondents are satisfied about the quality of the granite compared to single respondents.

The sum of the ranks of quantity of the granite for single respondents are 26131.50 and for married respondents are 105196.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that married respondents are satisfied about the quantity of the granite compared to single respondents.

The sum of the ranks of availability of variety in packing for single respondents are 26063.50 and for married respondents are 105264.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that married respondents are satisfied about the availability of variety in packing compared to single respondents.

The sum of the ranks of personal attention for regular customers for single respondents are 26417.00 and for married respondents are 104910.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that married respondents are satisfied about the personal attention for regular customers compared to single respondents.

The sum of the ranks of willing to listen and answer consumer questions for single respondents are 26389.00 and for married respondents are 104939.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that married respondents are satisfied about willing to listen and answer consumer questions compared to single respondents.

The sum of the ranks of fast and kind service of the granite for single respondents are 38690.00 and for married respondents are 98637.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that married respondents are satisfied about the fast and kind compared to single respondents.

1. **THERE IS NO SIGNIFICANT DIFFERENCE BETWEEN FAMILY TYPE AND SATISFACTION OF THE RESPONDENTS.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **factor** | **Family type** | **N** | **Mean rank** | **Sum of ranks** | **Mann whitney u test** | **P value** |
| Location of the shop | Nuclear family | 174 | 218.13 | 37954.00 | 22729.000 | 0.000 |
| Joined family | 338 | 276.25 | 93374.00 |
| Total | 512 |  |  |
| Price of the granite | Nuclear family | 174 | 218.09 | 37947.50 | 22722.500 | 0.000 |
| Joined family | 338 | 276.27 | 93380.50 |
| Total | 512 |  |  |
| Quality of the granite | Nuclear family | 174 | 218.77 | 38066.50 | 22841.500 | 0.000 |
| Joined family | 338 | 275.92 | 93261.50 |
| Total | 512 |  |  |
| Quantity of the granite | Nuclear family | 174 | 222.20 | 38662.00 | 23437.000 | 0.000 |
| Joined family | 338 | 274.16 | 92666.00 |
| Total | 512 |  |  |
| Availability of variety in packing | Nuclear family | 174 | 218.94 | 38419.50 | 23194.500 | 0.000 |
| Joined family | 338 | 275.84 | 92908.50 |
| Total | 512 |  |  |
| Personal attention for regular consumer | Nuclear family | 174 | 218.14 | 38095.00 | 22870.000 | 0.000 |
| Joined family | 338 | 276.25 | 93233.00 |
| Total | 512 |  |  |
| Willing to listen/answer consumer questions | Nuclear family | 174 | 222.36 | 37956.00 | 22731.000 | 0.000 |
| Joined family | 338 | 274.08 | 93372.00 |
| Total | 512 |  |  |
| Fast and kind service | Nuclear family | 174 | 219.50 | 38690.50 | 23465.500 | 0.000 |
| Joined family | 338 | 275.55 | 92637.50 |
| Total | 512 |  |  |
| Discount for regular customers | Nuclear family | 174 | 217.86 | 38192.50 | 22967.500 | 0.000 |
| Joined family | 338 | 276.13 | 93135.50 |  |  |
| Total | 512 |  |  |
| Complaints and grievance handling | Nuclear family | 174 | 218.37 | 37907.50 | 22682.500 | 0.000 |
| Joined family | 338 | 276.13 | 93420.50 |
| Total | 512 |  |  |
| Conveying of information for new varieties | Nuclear family | 174 | 419.25 | 37996.00 |  |  |
| Joined family | 338 | 233.66 | 93332.00 | 22771.000 | 0.000 |
| Total | 512 |  |  |

The sum of the ranks of location of the shop for nuclear family respondents are 37954.00 and for joined family respondents are 93374.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that joined family respondents are satisfied about the location of the shop compared to nuclear family respondents.

The sum of the ranks of price of the granite for nuclear family respondents are 37947.00 and for joined family respondents are 93380.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that joined family respondents are satisfied about the price of the granite compared to nuclear family respondents.

The sum of the ranks of Quality of the granite for nuclear family respondents are 38066.50 and for joined family respondents are 93261.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that joined family respondents are satisfied about the quality of the granite compared to nuclear family respondents.

The sum of the ranks of quantity of the granite for nuclear family respondents are 38662.00 and for joined family respondents are 92666.00. The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that joined family respondents are satisfied about the quantity of the granite compared to nuclear family respondents.

The sum of the ranks of availability of variety in packing for nuclear family respondents are 38419.50 and for joined family respondents are 92908.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that joined family respondents are satisfied about the availability of variety in packing compared to nuclear family respondents.

The sum of the ranks of personal attention for regular customers for nuclear family respondents are 38095.00 and for joined family respondents are 93233.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that joined family respondents are satisfied about the personal attention for regular customers compared to nuclear family respondents.

The sum of the ranks of willing to listen and answer consumer questions for nuclear family respondents are 37956.00 and for joined family respondents are 93372.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that joined family respondents are satisfied about willing to listen and answer consumer questions compared to nuclear family respondents.

The sum of the ranks of fast and kind service of the granite for nuclear family respondents are 38690.00 and for joined family respondents are 92637.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that joined respondents are satisfied about the fast and kind compared to nuclear family respondents.

1. **THERE IS NO SIGNIFICANT DIFFERENCE BETWEEN PAYMENT METHOD AND SATISFACTION OF THE RESPONDENTS.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **factor** | **Payment method** | **N** | **Mean rank** | **Sum of ranks** | **Mann whitney u test** | **P value** |
| Location of the shop | Cash purchase | 215 | 113.21 | 24340.00 | 1120.000 | 0.000 |
| Credit purchase | 297 | 360.23 | 106988.00 |
| Total | 512 |  |  |
| Price of the granite | Cash purchase | 215 | 112.24 | 24132.00 | 912.000 | 0.000 |
| Credit purchase | 297 | 360.93 | 107196.00 |
| Total | 512 |  |  |
| Quality of the granite | Cash purchase | 215 | 113.45 | 24391.50 | 1171.500 | 0.000 |
| Credit purchase | 297 | 360.06 | 106936.50 |
| Total | 512 |  |  |
| Quantity of the granite | Cash purchase | 215 | 108.00 | 23220.00 | .000 | 0.000 |
| Credit purchase | 297 | 364.00 | 108108.00 |
| Total | 512 |  |  |
| Availability of variety in packing | Cash purchase | 215 | 109.55 | 23553.00 | 333.000 | 0.000 |
| Credit purchase | 297 | 362.88 | 107775.00 |
| Total | 512 |  |  |
| Personal attention for regular consumer | Cash purchase | 215 | 113.21 | 24340.00 | 1120.000 | 0.000 |
| Credit purchase | 297 | 360.23 | 106988.00 |
| Total | 512 |  |  |
| Willing to listen/answer consumer questions | Cash purchase | 215 | 113.23 | 24345.00 | 1125.000 | 0.000 |
| Credit purchase | 297 | 360.21 | 106983.00 |
| Total | 512 |  |  |
| Fast and kind service | Cash purchase | 215 | 108.27 | 23278.00 | 58.000 | 0.000 |
| Credit purchase | 297 | 363.80 | 108050.00 |
| Total | 512 |  |  |
| Discount for regular customers | Cash purchase | 215 | 112.72 | 24235.00 | 1015.000 | 0.000 |
| Credit purchase | 297 | 360.58 | 107093.00 |  |  |
| Total | 512 |  |  |
| Complaints and grievance handling | Cash purchase | 215 | 111.80 | 24037.00 | 817.000 | 0.000 |
| Credit purchase | 297 | 361.25 | 107291.00 |
| Total | 512 |  |  |
| Conveying of information for new varieties | Cash purchase | 215 | 111.86 | 24050.00 |  |  |
| Credit purchase | 297 | 361.21 | 107278.00 | 830.000 | 0.000 |

The sum of the ranks of location of the shop for cash purchase is 24340.00 and for credit purchase is 106988.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that credit purchase is satisfied about the location of the shop compared to cash purchase respondents.

The sum of the ranks of price of the granite for cash purchase is 24132.00 and for credit purchase is 107196.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that credit purchase respondents are satisfied about the price of the granite compared to cash purchase respondents.

The sum of the ranks of Quality of the granite for cash purchase respondents are 24391.00 and for credit purchase respondents are 106936.50 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that credit purchase respondents are satisfied about the quality of the granite compared to cash purchase respondents.

The sum of the ranks of quantity of the granite for cash purchase respondents are 23220.50 and for credit purchase respondents are 108108.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that credit purchase respondents are satisfied about the quantity of the granite compared to cash purchase respondents.

The sum of the ranks of availability of variety in packing for cash purchase respondents are 23553.00 and for credit purchase respondents are 107775.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that credit purchase respondents are satisfied about the availability of variety in packing compared to cash purchase respondents.

The sum of the ranks of personal attention for regular customers for cash purchase respondents are 24340.00 and for credit purchase respondents are 106988.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that credit purchase respondents are satisfied about the personal attention for regular customers compared to cash purchase respondents.

The sum of the ranks of willing to listen and answer consumer questions for cash purchase respondents are 24345.00 and for credit purchase respondents are 106983.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that credit purchase respondents are satisfied about willing to listen and answer consumer questions compared to cash purchase respondents.

The sum of the ranks of fast and kind service of the granite for single respondents are 23278.00 and for married respondents are 108050.00 . The P value is 0.000, which is less than 0.01, the assumed level of significance. This means that the null hypothesis is rejected. It concludes that credit purchase respondents are satisfied about the fast and kind compared to cash purchase respondents.

**REVIEW OF LITERATURE:**

1. **Hande K. Basaran and Tuba Tasdemir (2013),** in their research the authors mentioned that flocculation tests have been performed for the different types of polymers at the different dosages and PHs level. However, the low settlement rate has been obtained by the higher cationic flocculent. The condition for the high settlement rate and the low settlement turbidity was observe at the optimum level of flocculent dose for the each flocculent. 28% of density has been showed for the better performance of the flocculation.
2. **Ibojo and Asabi (2015)** examine the impact of customer satisfaction on customer loyalty to determine the relationship between both of them. The findings revealed that there is significant relationship be customer satisfaction and customer loyalty. If there is a shift of 1% on customer satisfaction it will lead to 61.7% shift of customer loyalty. The theory reveled the customer satisfaction alone accounts for 63.1% of variation in the customer loyalty. Overall it’s signified that the customer loyalty is considered to be as the function of the customer satisfaction.

CONCLUSION:

In the context of the relationship between the customer satisfaction and dissatisfaction results outcome, the manufactures of the products should continuously work on the product improvement for deriving large benefits/profits from the brands.

According to the mindset of the customers if the manufacturers are not striving for the best of the brands then the expectancy level of performance for the satisfaction of the brand may decrease due the repeat usage and this may resultant in to the shift of the preference towards the other brands if the same has been available or introduced in the competitive markets. Subsequently, the consumer’s evaluation may be either lead to neutrality or negative responsive state.

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