**Frequency Table**

**Lofty Optical consistently delivers products on time**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 3 | 5.4 |
| 2 | disagree | 4 | 7.1 |
| 3 | neutral | 9 | 16.1 |
| 4 | agree | 24 | 42.9 |
| 5 | strongly agree | 16 | 28.6 |
|  | Total | 56 | 100.0 |

**The quality of products from Lofty Optical meets my expectations.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 2 | 3.6 |
| 2 | disagree | 8 | 14.3 |
| 3 | neutral | 12 | 21.4 |
| 4 | agree | 23 | 41.1 |
| 5 | strongly agree | 11 | 19.6 |
|  | Total | 56 | 100.0 |

**Lofty Optical promptly resolves any issues or complaints.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 12 | 21.4 |
| 2 | disagree | 14 | 25.0 |
| 3 | neutral | 15 | 26.8 |
| 4 | agree | 7 | 12.5 |
| 5 | Strongly+ agree | 8 | 14.3 |
|  | Total | 56 | 100.0 |

|  |
| --- |
| **The staff at Lofty Optical is knowledgeable and helpful.** |

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 12 | 21.4 |
| 2 | disagree | 13 | 23.2 |
| 3 | neutral | 16 | 28.6 |
| 4 | agree | 10 | 17.9 |
| 5 | strongly agree | 5 | 8.9 |
|  | Total | 56 | 100.0 |

**Lofty Optical provides clear and accurate information about its products.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 3 | 5.4 |
| 2 | disagree | 4 | 7.1 |
| 3 | neutral | 9 | 16.1 |
| 4 | agree | 24 | 42.9 |
| 5 | strongly agree | 16 | 28.6 |
|  | Total | 56 | 100.0 |

**The customer service team at Lofty Optical is friendly and approachable.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 10 | 17.9 |
| 2 | disagree | 13 | 23.2 |
| 3 | neutral | 13 | 23.2 |
| 4 | agree | 10 | 17.9 |
| 5 | strongly agree | 10 | 17.9 |
|  | Total | 56 | 100.0 |

**Lofty Optical provides timely updates on the status of orders**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 6 | 10.7 |
| 2 | disagree | 7 | 12.5 |
| 3 | neutral | 7 | 12.5 |
| 4 | agree | 18 | 32.1 |
| 5 | strongly agree | 17 | 30.4 |
|  | 55.00 | 1 | 1.8 |
|  | Total | 56 | 100.0 |

**The ordering process at Lofty Optical is easy and straightforward.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 5 | 8.9 |
| 2 | disagree | 5 | 8.9 |
| 3 | neutral | 12 | 21.4 |
| 4 | agree | 18 | 32.1 |
| 5 | strongly agree | 16 | 28.6 |
|  | Total | 56 | 100.0 |

**Lofty Optical offers a satisfactory return and exchange policy**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 11 | 19.6 |
| 2 | disagree | 12 | 21.4 |
| 3 | neutral | 15 | 26.8 |
| 4 | agree | 12 | 21.4 |
| 5 | strongly agree | 6 | 10.7 |
|  | Total | 56 | 100.0 |

**I am overall satisfied with the service quality of Lofty Optical**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 11 | 19.6 |
| 2 | disagree | 13 | 23.2 |
| 3 | neutral | 17 | 30.4 |
| 4 | agree | 9 | 16.1 |
| 5 | strongly agree | 6 | 10.7 |
|  | Total | 56 | 100.0 |

**The staff at Lofty Optical demonstrates a high level of professionalism**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 6 | 10.7 |
| 2 | disagree | 6 | 10.7 |
| 3 | neutral | 12 | 21.4 |
| 4 | agree | 18 | 32.1 |
| 5 | strongly agree | 14 | 25.0 |
|  | Total | 56 | 100.0 |

**Lofty Optical makes an effort to understand and meet my needs.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 11 | 19.6 |
| 2 | disagree | 11 | 19.6 |
| 3 | neutral | 15 | 26.8 |
| 4 | agree | 15 | 26.8 |
| 5 | strongly agree | 4 | 7.1 |
|  | Total | 56 | 100.0 |

**The value provided by Lofty Optical's products and services is worth the price.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 6 | 10.7 |
| 2 | disagree | 11 | 19.6 |
| 3 | neutral | 11 | 19.6 |
| 4 | agree | 18 | 32.1 |
| 5 | strongly agree | 10 | 17.9 |
|  | Total | 56 | 100.0 |

**Communication with Lofty Optical is effective and clear.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 9 | 16.1 |
| 2 | disagree | 9 | 16.1 |
| 3 | neutral | 10 | 17.9 |
| 4 | agree | 15 | 26.8 |
| 5 | strongly agree | 13 | 23.2 |
|  | Total | 56 | 100.0 |

**I am satisfied with the variety of products offered by Lofty Optical.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 9 | 16.1 |
| 2 | disagree | 11 | 19.6 |
| 3 | neutral | 8 | 14.3 |
| 4 | agree | 13 | 23.2 |
| 5 | strongly agree | 15 | 26.8 |
|  | Total | 56 | 100.0 |

**Lofty Optical ensures customer satisfaction through follow-up.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 11 | 19.6 |
| 2 | disagree | 11 | 19.6 |
| 3 | neutral | 15 | 26.8 |
| 4 | agree | 15 | 26.8 |
| 5 | strongly agree | 4 | 7.1 |
|  | Total | 56 | 100.0 |

**The services provided by Lofty Optical are reliable.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 7 | 12.5 |
| 2 | disagree | 11 | 19.6 |
| 3 | neutral | 11 | 19.6 |
| 4 | agree | 17 | 30.4 |
| 5 | strongly agree | 10 | 17.9 |
|  | Total | 56 | 100.0 |

**The delivery service of Lofty Optical is prompt and efficient.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 9 | 16.1 |
| 2 | disagree | 10 | 17.9 |
| 3 | neutral | 12 | 21.4 |
| 4 | agree | 16 | 28.6 |
| 5 | strongly agree | 9 | 16.1 |
|  | Total | 56 | 100.0 |

**Lofty Optical's inventory is well-managed and organized.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 9 | 16.1 |
| 2 | disagree | 14 | 25.0 |
| 3 | neutral | 8 | 14.3 |
| 4 | agree | 16 | 28.6 |
| 5 | strongly agree | 9 | 16.1 |
|  | Total | 56 | 100.0 |

**The company has an efficient system for receiving and storing goods.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 10 | 17.9 |
| 2 | disagree | 13 | 23.2 |
| 3 | neutral | 9 | 16.1 |
| 4 | agree | 12 | 21.4 |
| 5 | strongly agree | 12 | 21.4 |
|  | Total | 56 | 100.0 |

**Lofty Optical minimizes delays in the inbound logistics process.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 11 | 19.6 |
| 2 | disagree | 9 | 16.1 |
| 3 | neutral | 11 | 19.6 |
| 4 | agree | 14 | 25.0 |
| 5 | strongly agree | 11 | 19.6 |
|  | Total | 56 | 100.0 |

**The company uses advanced technology to streamline logistics operations.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 7 | 12.5 |
| 2 | disagree | 8 | 14.3 |
| 3 | neutral | 7 | 12.5 |
| 4 | agree | 15 | 26.8 |
| 5 | strongly agree | 19 | 33.9 |
|  | Total | 56 | 100.0 |

**The overall efficiency of Lofty Optical's logistics is high.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 9 | 16.1 |
| 2 | disagree | 9 | 16.1 |
| 3 | neutral | 10 | 17.9 |
| 4 | agree | 16 | 28.6 |
| 5 | strongly agree | 12 | 21.4 |
|  | Total | 56 | 100.0 |

**The products are always in good condition upon arrival.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 6 | 10.7 |
| 2 | disagree | 10 | 17.9 |
| 3 | neutral | 15 | 26.8 |
| 4 | agree | 17 | 30.4 |
| 5 | strongly agree | 8 | 14.3 |
|  | Total | 56 | 100.0 |
|  | | | | | **Lofty Optical has a reliable supply chain management system.** |

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 11 | 19.6 |
| 2 | disagree | 10 | 17.9 |
| 3 | neutral | 13 | 23.2 |
| 4 | agree | 15 | 26.8 |
| 5 | strongly agree | 7 | 12.5 |
|  | Total | 56 | 100.0 |
|  | | | | | **The company's logistics team is competent and efficient.** |

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 9 | 16.1 |
| 2 | disagree | 9 | 16.1 |
| 3 | neutral | 14 | 25.0 |
| 4 | agree | 12 | 21.4 |
| 5 | strongly agree | 12 | 21.4 |
|  | Total | 56 | 100.0 |

**Lofty Optical ensures timely restocking of inventory.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 11 | 19.6 |
| 2 | disagree | 11 | 19.6 |
| 3 | neutral | 15 | 26.8 |
| 4 | agree | 15 | 26.8 |
| 5 | strongly agree | 4 | 7.1 |
|  | Total | 56 | 100.0 |

**The company's warehouse facilities are well-maintained.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 11 | 19.6 |
| 2 | disagree | 8 | 14.3 |
| 3 | neutral | 14 | 25.0 |
| 4 | agree | 15 | 26.8 |
| 5 | strongly agree | 8 | 14.3 |
|  | Total | 56 | 100.0 |

**Lofty Optical's logistics operations meet industry standards.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 10 | 17.9 |
| 2 | disagree | 9 | 16.1 |
| 3 | neutral | 10 | 17.9 |
| 4 | agree | 20 | 35.7 |
| 5 | strongly agree | 7 | 12.5 |
|  | Total | 56 | 100.0 |

**The company effectively manages the flow of goods from suppliers.**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | strongly disagree | 10 | 17.9 |
| 2 | disagree | 13 | 23.2 |
| 3 | neutral | 17 | 30.4 |
| 4 | agree | 11 | 19.6 |
| 5 | strongly agree | 5 | 8.9 |
|  | Total | 56 | 100.0 |

**Age of Respondents**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | 18-24 | 9 | 16.1 |
| 2 | 25-34 | 9 | 16.1 |
| 3 | 35-44 | 13 | 23.2 |
| 4 | 45-55 | 13 | 23.2 |
| 5 | 55 or above | 12 | 21.4 |
|  | Total | 56 | 100.0 |

**Education qualificatioon of the respondents**

|  |  |  |  |
| --- | --- | --- | --- |
| s.no | particulars | Frequency | Percent |
| 1 | primary | 9 | 16.1 |
| 2 | secondary | 14 | 25.0 |
| 3 | under graduate | 22 | 39.3 |
| 4 | post graduate | 10 | 17.9 |
| 5 | doctorate | 1 | 1.8 |
|  | Total | 56 | 100.0 |