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## A study on customers review and satisfaction towards product and services provided by Mahavir industry

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### Abstract

The study assesses the retail customers' review towards products and services provided by Mahavir industry. It focuses on retailers' review and suggestions to Mahavir industry. The objectives of this study are "To study retail customers' review towards product and services provided by Mahavir industry", "To determine retail customers' review for improvement of product and services", "To identify the relation between annual shop income and age group, education, district, no. partners of retailers". The primary data was collected from the 100 retailers of Mahavir industry. Data was collected through questionnaire method which contains demographic questions, geographic questions and likert scale. Data analysis was done using statistical packages for social science (spss) and descriptive chi – square, Mann Whitney and Kruskal Wallis tests applied. The result reviewed that Major findings of this research is Mahavir industry's retailers are satisfied with the quality of the product and services provided by company to them but there is some areas in which company should improve such as quality of plywood.

**Keywords:** Retailers, Review, demographic questions, geographic questions

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### 1. Introduction

Retailers are the direct connectors between manufacture and consumers. If any company wants to gather reviews of product and services regarding quality, packaging, prices and demand in market they will always approach through retailers. Mahavir industry has more than 600 retailers in the South Gujarat region by whom they are selling its products such as plywood and doors. For the analysis of quality of this products, some services of Mahavir industry for example, discount, credit period, transportation, reach of product to retailers are the best criteria for the analysis of any particular company and these criteria are taken into look for performing this research. Many of the difficulties might be faced by majority of the researcher that lack of time and knowledge to their respondents. Sometimes confidentiality becomes issue while gathering data from respondents. Here, this kind of circumstances not occurred while gathering the data. Data analysis was done using statistical packages for social science (spss) and descriptive chi – square, Mann Whitney and Kruskal Wallis tests applied. At the end in the result it is found that majority of the retailers are satisfied with the quality of products,

different extra allowances and services of company to them. There are some areas where company can improve, without improvement in it company can do better but for best they need to look into that and try to resolve those issues.

## 2. Literature review

**Fahri Karakaya and Nora Garnim Bares** in the year 2010 have studied about customers experience towards company's services. The objective of this study was "to find out the customer's mindset towards company before purchasing good or service". The research methodology was used by researcher were structural equation modeling and utilizing data from 320 customers of USA. The test applied to analyze the data was hypotheses test. The major findings of this research are Consumer opinions about customer care in socially-based web sites impact consumer opinions and consumer engagement and consequently consumer choice of brand or company when making purchases. The web sites, including government/consumer advocacy information sites, company web sites, and information found through search engines, are not considered important in influencing consumers.

**Judy Zolkiewski and Barbara Lewis** has studied about customer service in business to business relationship in the year 2014. The objective behind this study was "to assess the relations between two parties in business to business trade relations". The researchers used questionnaire to collect the data from more than 200 firms who are related in business to business relations and discussion with them about situation means personal interview. The major findings of this research was how dimensions of service quality from the services literature of the 1980's and 1990's compare with the dimensions that have been proposed to describe relationships in business-to-business markets during the same time period.

**Dimitris Mourtzis, Ekaterini Vlachou, Vasilios Zogopoulos, Ravi Kumar Gupta, Farouk Balakadi, Adel Debbache, Alain Bernard** has studied about customer feedback towards company service in the year 2017. The objective behind this study was "to analyze the customers' satisfaction towards company's services". The researcher used personal interview method for collection of primary data and for secondary data they used questionnaire method. The major findings of this research was The robotics company, through the developed approach, is capable of retrieving easily and effectively the feedback from their customers compared to the existing approach (phone calls and web meetings), and also is able to analyze efficiently the collected data focusing on the product and product-service modules that are of high importance and their re-design or improvement is highly required following the feedback analysis.

**Yu-Cheng lee, Yu-Cheng Wang, Yi-Fang Hsieh, Chih-Hung Chien, Sang-Bing Tsai, Weiwei Dong** had researched about customer satisfaction in tourism industry in Taiwan in the year 2016. The main objective of this study was "to analyze customer satisfaction and loyalty in tourism industry in Taiwan" and two satisfaction levels of CSI models for analyzing customer satisfaction and loyalty, thereby helping tourism factory managers improve customer satisfaction effectively. They surveyed 242 customers served by tourism industry. Partial least square was performed to analyze and test the theoretical model. The major findings of this study.

The researchers of this research were **Gourab Nath, Randeep Ghosh, and Rishav Nath**. They studied about cluster analysis of customer satisfaction in the year 2020. The objective behind the study was “to identify extract the terms which represent product features towards customer satisfaction”. Researchers were used questionnaire for collecting data. Researcher used hypothesis for analyze the data. This research is based on primary data and secondary data. The major findings of this research is manufacturers of the products to identify the customer satisfaction level belonging to different clusters and come up with solutions and/or strategies that fit the requirement of their customers to elevate the customer satisfaction level.

### 3. Research objective

- To study retail customers’ review towards product and services provided by Mahavir industry.
- To determine retail customers’ review for improvement of product and services.
- To identify the relation between annual shop income and age group, education, district, no. Partners of retailers.

### 4. Research methodology

Retailers review has much impact on company’s product and services. So to identify its effect the study has been conducted. This study also helps Mahavir industry to identify loopholes in their company and where they have to work more. Retailers’ review has been collected in this study because it helps in improvement of products and services. Retailers are the chain between company and users so here retail customers are best samples to identify the product and service quality. The research was conducted amongst the retailers of Mahavir industry. For my study, I’ve choose the descriptive research design. The design is mostly preferred because the study sought to find retail customers’ review towards product and services provided by Mahavir industry. Mahavir industry has more than 600 retailers but here primary data is collected from 100 retailers of Mahavir industry through questionnaire. So the primary data was used for the research. Non probability in which convenience sampling was used.

### 5. Analysis

According to retail customer’s review towards products and services provided by Mahavir industry they have selected appropriate options, where, 1 – Very bad, 2 – Bad, 3 – Neutral, 4 – Good, 5 – Very good.

Table 5.1 Likert scale analysis

<b>Different variables</b>	<b>Very bad</b>	<b>Bad</b>	<b>Neutral</b>	<b>Good</b>	<b>Very good</b>
Quality of plywood	07	18	03	20	52
Quality of doors	02	08	03	31	56

Reach of product to retail customers	00	00	04	69	27
Transportation	00	00	06	62	32
Credit period	00	00	08	52	40
Discount	00	00	09	45	46
Problem resolution	00	01	06	58	35
Company response after order	00	00	03	53	44
Company management	00	00	09	45	46
Overall company review	00	00	08	61	31

**Chi – square test**

H<sub>0</sub>: There is no significant association between annual shop income and education level, district, age group, no. of partners.

H<sub>1</sub>: There is a significant association between annual shop income and education level, district, age group, no. of partners.

Table 5.2 Chi – square

Factors	Hypothesis	
	H <sub>0</sub>	H <sub>1</sub>
Education level	Rejected	Accepted
	Significant association between education level and annual shop income	
District	Accepted	Rejected
	No significant association between district and annual shop income	
Age group	Rejected	Accepted

	Significant association between age group and annual shop income	
No. of partners	Accepted	Rejected
	No significant association between no. of partners and annual shop income	
No. of customers	Rejected	Accepted
	Significant association between No. of customers and years of business	

- P values of education level and age group are less than 0.05 so here, null hypothesis is rejected and there is a significant association between education level, age group and annual shop income.
- P values of district and no. of partners are greater than 0.05 which means, null hypothesis is accepted and there is no significant association between district, no. partners and annual shop income.
- Here, the value of P of number of customers is 0.001 hence, it is less than 0.05 so that null hypothesis is rejected and there is significant association between number of customers and years of business.

**Kruskal Wallis test**

H<sub>0</sub>: There is no significant difference in years of business with Mahavir industry and credit period, Discount.

H<sub>1</sub>: There is significant difference in years of business with Mahavir industry and credit period, Discount.

Table 5.3 Kruskal Wallis test

Factors	Hypothesis	
	H <sub>0</sub>	H <sub>1</sub>
Credit period	Accepted	Rejected
	No Significant difference between credit period and years of business with Mahavir industry	
Discount	Accepted	Rejected
	No significant difference between district and years of business with Mahavir industry	
Problem resolution	Rejected	Accepted
	Significant difference between problem resolution and years of business with Mahavir industry	
Company response	Rejected	Accepted
	No significant association between Company response	

	and years of business with Mahavir industry	
Overall company management	Accepted	Rejected
	No Significant difference between overall company management and years of business with Mahavir industry	

- The above table shows the significant difference between credit period, Discount, problem resolution, company response, overall company management and Years of business with Mahavir industry.
- Here, Association significant is greater than 0.05 in credit period, discount and overall company management which means null hypothesis accepted and there are no significant differences between variables.
- Association significant is less than 0.05 in problem resolution and company response which means null hypothesis rejected and there are significant differences between variables.

## 6. Conclusion

Mann Whitney – U test, Chi – square test and Kruskal Wallis – H test applied in this research. Where in Mann Whitney test it is found that all the data collected from the respondents are normal. In chi – square it is founded that there is significant relationship between age group, education and annual shop income but on the other side it is founded that there is no significant relation between districts, no. partners and annual shop income. According to Kruskal Wallis H – test, credit period, discount and overall company management where null hypothesis accepted and there are no significant differences between variables and another side in problem resolution and company response where null hypothesis rejected and there are significant differences between variables.

Major findings of this research is Mahavir industry’s retailers are satisfied with the quality of the product and services provided by company to them but there is some areas in which company should improve such as quality of plywood.

## 7. Recommendation

25 respondents believe that the quality of plywood is not good among only 100 samples but company has more than 600 retail customers so this can be one issue that company should look into.

Company should work on six sigma quality which means product with zero errors. It is hard for Mahavir industry to adopt it as company is doing business with wood and sometime quality of woods is not good from suppliers.

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