

# A Study on Customer Satisfaction of Pontus Pack Private Limited

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## ABSTRACT

Customer satisfaction plays a pivotal role in determining business success, particularly in the industrial packaging sector. This study focuses on Pontus Pack Private Limited, a manufacturer of VCI poly and other packaging materials, and evaluates customer satisfaction based on product quality, pricing, delivery efficiency, customer service, and customization. Using survey data from 102 respondents, the study reveals that product quality and delivery timeliness are strongly correlated with customer satisfaction, while pricing plays a lesser role. The findings suggest targeted improvements in delivery and innovation strategies to enhance customer experience.

## KEYWORDS

Customer Satisfaction, Industrial Packaging, Product Quality, Delivery Timelines, Pontus Pack Private Limited

## INTRODUCTION

Customer satisfaction is an essential element of any business strategy, especially in industries that deal with business-to-business (B2B) transactions such as the packaging sector. It reflects the degree to which a company successfully meets or exceeds the expectations of its customers through products and services. In the packaging industry, where quality, protection, and reliability are paramount, customer satisfaction influences repeat purchases, long-term business relationships, and a company's ability to maintain competitive advantage. Companies must continuously evaluate customer feedback and market trends to adapt their offerings and align them with evolving customer demands.

Pontus Pack Private Limited, a prominent player in industrial packaging, primarily serves OEMs with solutions like VCI poly, corrugated boxes, and shrink films. This study explores how various factors—namely product quality, delivery efficiency, customer service responsiveness, innovation, and pricing—affect the satisfaction levels of its clientele. The intent is to gain insights that can guide strategic improvements and enhance the overall customer experience, thereby strengthening Pontus Pack's position in the competitive packaging industry.

## OBJECTIVES OF THE STUDY

- To measure customer satisfaction levels with Pontus Pack's products.
- To assess the impact of product quality, pricing, and delivery on satisfaction.
- To understand customer preferences for customization and innovation.
- To provide recommendations for service improvements and strategic positioning.

## SCOPE OF THE STUDY

The study focuses on Pontus Pack's OEM clients across sectors such as automotive, electronics, and heavy machinery. It evaluates their experience with various packaging solutions, especially VCI poly and corrugated boxes, using both primary and secondary data.

## NEED FOR THE STUDY

Understanding client satisfaction helps identify strengths and address service gaps. In a competitive market, enhancing customer experience can foster loyalty and long-term relationships. This study supports Pontus Pack's efforts to refine its offerings and sustain market leadership.

## REVIEW OF LITERATURE

### **Grönroos (1984)– Importance of Post- Purchase Services:**

Emphasized the importance of post-purchase services in enhancing customer satisfaction. His research highlighted that warranties and return policies build trust, especially when packaging issues like transit damage are addressed swiftly. Training customer support teams for effective complaint resolution was recommended to increase loyalty and foster positive word-of-mouth.

### **Parasuraman, Zeithaml, and Berry (1988) – The SERVQUAL Model:**

Introduced the SERVQUAL model to measure service quality. They found that responsiveness and reliability in addressing packaging-related issues play a significant role in boosting satisfaction. Their study advocated for businesses to strengthen assurance and empathy within their customer service to reinforce brand credibility.

### **Bolton and Drew (1991) – Timely Complaint Resolution:**

Analysed the impact of timely complaint resolution on customer loyalty. Their findings showed that slow responses to packaging defects erode customer trust. The study recommended hassle-free replacement policies and structured feedback systems to reinforce reputation and customer retention. **Rust and Zahorik (1993) – Return and Exchange Policies:**

Explored how packaging returns and exchanges shape brand perception. They found that customers value flexible return policies, especially for damaged goods. Streamlining the replacement process was suggested as a means to improve satisfaction and encourage loyalty.

### **Berry (2000) – Proactive Customer Engagement:**

Highlighted proactive engagement as a means to prevent dissatisfaction. His study emphasized implementing quality checks and educating customers on handling packaging properly. Preventive strategies reduced complaints and led to better customer experiences.

### **Monroe (1990) – Perceived Price Fairness:**

Investigated the influence of perceived price fairness on satisfaction. He observed that while customers expect high-quality packaging at premium prices, excessive pricing can lead to dissatisfaction. Transparent pricing practices were advised to strike a balance between value and cost. **Zeithaml (1988) – Price-Quality Perception:**

Analysed how customers weigh packaging quality against price before purchasing. His research showed that cheap or flimsy packaging could diminish perceived product value. Aligning packaging quality with pricing expectations was found crucial to maintain loyalty.

### **Pine and Gilmore (1999) – Customization and Customer Satisfaction:**

Examined the effects of customization on satisfaction. Their study revealed that personalized packaging enhances brand value and customer engagement. Businesses were encouraged to adopt flexible, tailored packaging designs, especially for high-value or gift-oriented products

## RESEARCH DESIGN

A descriptive research design was adopted to gather and analyse customer satisfaction data. The study utilized quantitative methods to draw conclusions based on structured survey responses.

## SOURCES OF DATA

- Primary Data: Structured questionnaires with Likert scale questions collected from 102 respondents.
- Secondary Data: Industry reports, academic journals, and company records.

**HYPOTHESIS 1**

- H0: There is no significant relationship between product quality, pricing, delivery, and customer satisfaction.
- H1: There is a significant relationship between product quality, pricing, delivery, and customer satisfaction.

Correlations	Product Quality	Pricing	Delivery Timeliness	Overall Satisfaction
Product Quality	1	.523**	.612**	.751**
Pricing	.523**	1	.418**	.276
Delivery Timeliness	.612**	.418**	1	.689**
Overall Satisfaction	.751**	.276	.689**	1

**Correlation Analysis:**

Showed strong relationships between

- Product quality (0.751),
- Delivery timeliness (0.689),
- Customer satisfaction ( $p < 0.01$ )
- Pricing had a weaker correlation (0.276).

**Inference:** H0 is rejected. Product quality and delivery timeliness significantly influence satisfaction.

**HYPOTHESIS 2**

- H0: Product quality, pricing, and delivery timeliness do not significantly affect overall customer satisfaction.
- H1: Product quality, pricing, and delivery timeliness significantly affect satisfaction.

Variable	Coefficient (B)	Standard Error	t-Statistic	p-Value
Intercept	1.6545	0.3328	4.9716	0.000003
Product Quality	0.3266	0.0760	4.2960	0.000041
Pricing	0.0463	0.0593	0.7801	0.437212
Delivery Timeliness	0.1909	0.0862	2.2134	0.029188

**Regression Analysis:**

- Product Quality ( $B = 0.3266$ ,  $p < 0.01$ )
- Delivery Timeliness ( $B = 0.1909$ ,  $p < 0.05$ )
- Pricing ( $B = 0.0463$ ,  $p = 0.437$ )

**Inference:** H0 is rejected. Product quality and delivery significantly impact satisfaction; pricing has minimal effect.

## FINDINGS

- **Purchase Duration:** 77.5% of respondents have been purchasing from Pontus Pack for 1–3 years, while 17.5% have been customers for 3–5 years.
- **Quality Satisfaction:** 77.5% of respondents rated the packaging materials' quality as 4 out of 5, and 17.5% rated it 5 out of 5.
- **Meeting Packaging Needs:** 80% stated that Pontus Pack meets their packaging and protection needs most of the time, while 20% said it always does.
- **Pricing Competitiveness:** 60% found Pontus Pack's pricing similar to other suppliers, while 40% considered it more affordable.
- **Price Justification:** 55% of respondents believe the pricing justifies the quality, while 40% think it could be better, and 5% find it overpriced.
- **Delivery Timeliness:** 72.5% of respondents are satisfied with on-time deliveries, while 27.5% have faced occasional delays.
- **Delivery Issues:** 70% of respondents have not faced issues with late or damaged shipments, while 30% have experienced such issues.
- **Product Safety:** 85% of respondents rated packaging safety during transit as 4 or 5 out of 5.
- **Customer Service Responsiveness:** 75% of respondents are satisfied with Pontus Pack's responsiveness, while 25% believe there is room for improvement.
- **After-Sales Support:** 80% of respondents have not faced issues with after-sales support, while 20% reported concerns.
- **Technical Support:** 78% of respondents rated technical support as 4 out of 5, while 12% rated it 5 out of 5.
- **Customization:** 72% of respondents feel that Pontus Pack effectively customizes packaging solutions based on business needs.
- **Innovation & Advanced Solutions:** 65% believe Pontus Pack is somewhat innovative, while 30% consider it highly innovative.
- **Overall Satisfaction:** 82% of respondents rated their overall experience as 4 or 5 out of 5.
- **Recommendation:** 90% of respondents would recommend Pontus Pack to other businesses.
- **Future Business:** 85% of respondents would continue purchasing from Pontus Pack, while 15% are considering alternatives.
- **Correlation analysis** reveals that product quality (0.751) and delivery timeliness (0.689) have high and statistically significant correlations with overall customer satisfaction ( $p < 0.01$ ), indicating that these factors strongly influence customer satisfaction. In contrast, pricing (0.276) has a weak and insignificant correlation, suggesting that price does not significantly affect overall satisfaction.
- Based on these findings, we reject the null hypothesis ( $H_0$ ) and accept the alternative hypothesis ( $H_1$ ), confirming that product quality and delivery timeliness play a crucial role in determining customer satisfaction, while pricing has a minor impact.
- **Regression analysis** shows that product quality ( $B = 0.3266$ ,  $p < 0.01$ ) has a strong positive impact on customer satisfaction, and delivery timeliness ( $B = 0.1909$ ,  $p < 0.05$ ) also significantly enhances satisfaction. However, pricing ( $B = 0.0463$ ,  $p = 0.4372$ ) has a small and statistically insignificant effect, suggesting it does not significantly influence overall satisfaction. The intercept ( $B = 1.6545$ ,  $p < 0.01$ ) represents the base level of satisfaction when all predictor variables are zero.
- Based on these results, we reject the null hypothesis ( $H_0$ ) and accept the alternative hypothesis ( $H_1$ ), indicating that improving product quality and delivery performance can significantly boost customer satisfaction, while pricing plays a minor role.

## SUGGESTIONS

- ✓ **Focus on Product Quality:** Since product quality has a significant positive impact on customer satisfaction, Pontus Pack should continue investing in improving and maintaining high product standards to retain and attract customers.
- ✓ **Enhance Delivery Timeliness:** As delivery timeliness also significantly influences satisfaction, Pontus Pack should work on improving its delivery processes to ensure on-time shipments, potentially reducing the 27.5% of respondents who have faced occasional delays.
- ✓ **Pricing Strategy:** Although pricing has a minor impact, Pontus Pack should consider evaluating its pricing strategy to remain competitive. Offering more affordable options or highlighting the value for money might attract price-sensitive customers without compromising quality.
- ✓ **Increase Innovation Efforts:** Since 65% of respondents believe Pontus Pack is somewhat innovative, increasing investment in research and development for innovative packaging solutions could strengthen its market position and appeal to customers seeking advanced solutions.
- ✓ **Improve Customer Service Responsiveness:** While 75% of respondents are satisfied, 25% indicated room for improvement. Pontus Pack should focus on improving its customer service responsiveness to ensure all customers have a positive experience.
- ✓ **Strengthen After-Sales Support:** Since 20% of respondents have faced issues with after-sales support, Pontus Pack should work on streamlining its after-sales process and offering quicker resolutions to enhance customer satisfaction.
- ✓ **Leverage Customization Capabilities:** With 72% of respondents feeling that Pontus Pack effectively customizes packaging, further promoting this aspect could help differentiate the brand and attract businesses with specific packaging needs.

## CONCLUSION

The findings from this study show that product quality and delivery timeliness are the most significant factors influencing overall customer satisfaction with Pontus Pack's offerings. High satisfaction levels across various areas, including packaging quality, delivery, and customer service, suggest that Pontus Pack is meeting the core needs of its customers. However, there are opportunities for improvement, particularly in innovation, after-sales support, and pricing strategies to ensure continued growth and customer loyalty.

Based on the correlation and regression analysis, we can conclude that enhancing product quality and delivery performance will have the most significant impact on increasing customer satisfaction. While pricing plays a smaller role, competitive pricing strategies could still be beneficial in retaining price-sensitive customers. The company should focus on maintaining its strengths while addressing the areas for improvement to sustain long-term success in the market.

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