

A study on Customer Satisfaction Towards Electrical Products in a Selected Manufacturing Company

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ABSTRACT

This Study focused on an analysing customer satisfaction towards electrical products in a selected manufacturing company. In the current competitive market environment, customer satisfaction has become a key factor influencing organizational growth and long-term success.

The study aims to evaluate customer perception regrading product quality, durability, pricing, safety and after - sales service. the research is based on both primary data and secondary data, primary data was collected from 100 respondents using a structured questionnaire, while secondary data was obtained from books, journals, and online sources.

the collected data was analysed using statistical tools such as percentage analysis, mean score analysis and weighted average method. The findings reveal that customers are moderately satisfied with the electrical products. Product quality and durability are rated positively.

whole pricing is perceived as slightly high by many respondents. The study also highlights that after -sales service and complaint handling require improvement. however, most customers show a positive intention to repurchase the products, indicating overall satisfaction.

The study concludes that although the company performs well in terms of product quality and reliability, there is scope for improvement in pricing strategies and service quality.

Enhancing these aspects can help in increasing customer satisfaction, loyalty and competitive advantage in the market

The recommendations provided in the study will help the organization strengthen Customer relationship and achieve sustained growth.

In conclusion, customer satisfaction is not one- time achievement but a continuous process that requires constant monitoring, innovation, and responsiveness to customer needs. Therefore, the company must adopt a more customer-centric by approach by focusing on consistent quality enhancement, competitive pricing strategies, efficient complaint handling mechanisms, and improved service support.

Introduction:

In a today 's highly competitive and dynamic industrial environment, customer satisfaction has become key factor for organizational success and long -term sustainability. Business is no longer focused only on production and sales; instead, they aim to deliver value and bluid strong relationships with customers. In the manufacturing sector, particularly in the electrical products industry, customer satisfaction plays a crucial role in determining market performance, brand loyalty, and overall growth.

Electrical products are an integral part of modern life and are widely used various sectors such as automotive, construction, energy, HVAC systems, and consumer appliances. with rapid technological advancements and increasing demand for high- performance products, customers have become more aware and selective in their purchasing decisions. They expect product that reliable, durable, safe, and cost -effective. As a result, manufacturers must continuously innovate and improve their offerings to meet evolving customer expectations.

Customer satisfaction refers to the degree to which a product or service meets or exceeds customer expectations. A high level of customer satisfaction leads to repeat purchases, customer loyalty and positive word-of -mouth, while dissatisfaction can result in customer loss and reduced profitability. therefore, understanding customer needs and evaluating their satisfaction levels has become essential for organizations aiming to maintain a competitive advantage.

In the electrical manufacturing industry, quality and reliability are of utmost importance, as these products are often used in critical applications. Even minor defects or inefficiencies can lead to significant issues, making it necessary for manufactures to ensures consistent quality and performance. Additionally, factors such as timely delivery, effective customer support and fair pricing also play a significant role shaping customer perceptions and satisfaction levels.

This study focuses on analysing customer satisfaction towards electrical products in a selected manufacturing context. The main aim is to understand customer perceptions and identify the key factors that influence their satisfaction. The study examines important aspects such as value for money, delivery efficiency and maintain productivity so these major values the research seeks to provide meaningful insights into customer behaviour and expectations.

Furthermore, the study emphasizes the importance of adopting a customer – centric approach in business operations. organizations that prioritize customer satisfaction are more likely to achieve long – term success, as satisfied customer contribute to increased sales, stronger brand reputation and sustainable growth. Continuous monitoring of customer feedback and implementing necessary improvements are essential for maintain high satisfaction levels

OBJECTIVES OF THE STUDY:

- To analyse the overall level of customer satisfaction towards electrical products.
- To evaluate the impact of product quality durability and safety on customer satisfaction
- To examine customer perception regarding pricing and value for money
- To assess the effectiveness of after-sales service and customer support
- To identify the factors influencing customer purchase decisions and satisfaction

Review of Literature:

- **Armstrong and Kotler (2021)** emphasized that product quality and customer value are the foundation of successful marketing and directly impact customer loyalty.
- **Kumar and Reinartz (2022)** stated that customer organizations build long-term relationships and improve customer satisfaction.
- **Hanaysha (2023)** concluded that brand image, service quality and pricing strategies are key determinants of customer satisfaction and customer retention.
- **Parasuraman et al. (2020)** highlighted that service quality, including reliability and responsiveness, significantly affects customer satisfaction levels.

Research Methodology:

This study adopts a descriptive research design to analyse customer satisfaction towards electrical products in a selected manufacturing company both primary and secondary data were used for the study. Primary data was collected from 100 respondents a structured questionnaire using convenience sampling. The respondents include individuals from different backgrounds who use electrical products. The collected data was analysed using statistical tools such as percentage analysis, weighted mean analysis, and ranking method. The study aims to understand customer perception, satisfaction level and factors influencing purchase decision, while maintaining confidentiality of the selected company.

Data Analysis and Interpretation:

Table No.1 Gender of the respondents:

Gender	Frequency	Percentage Analysis (%)
Male	62	62%
Female	38	38%
Grand Total	100	100%

Interpretation:

This distribution suggests that male customers are more actively involved in the selection and purchase of electrical products .it may also indicate that decision – making in this product category is largely influenced by male users, especially in technical or industrial

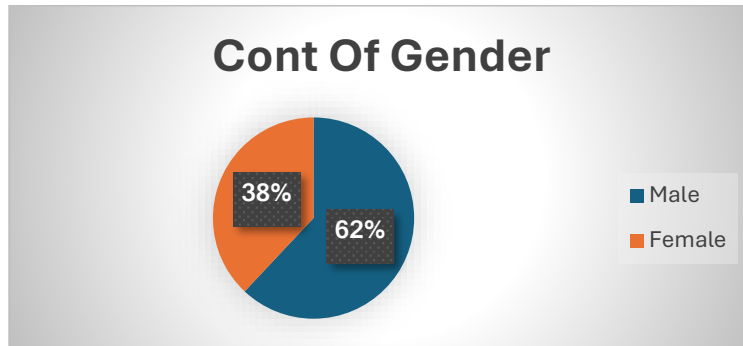


Table No. 2 Age group of respondents:

Age Group	Frequency	Percentage Analysis (%)
Below 25	52	52%
25 - 35	34	34%
35 -45	12	12%
Above 45	2	2%
Grand Total	100	100%

Interpretation:

The dominance of young people’s respondents indicates that the market is driven by individuals who are more adaptable to new technologies and product innovations. this segment is likely to have higher expectations regarding product performance and features.

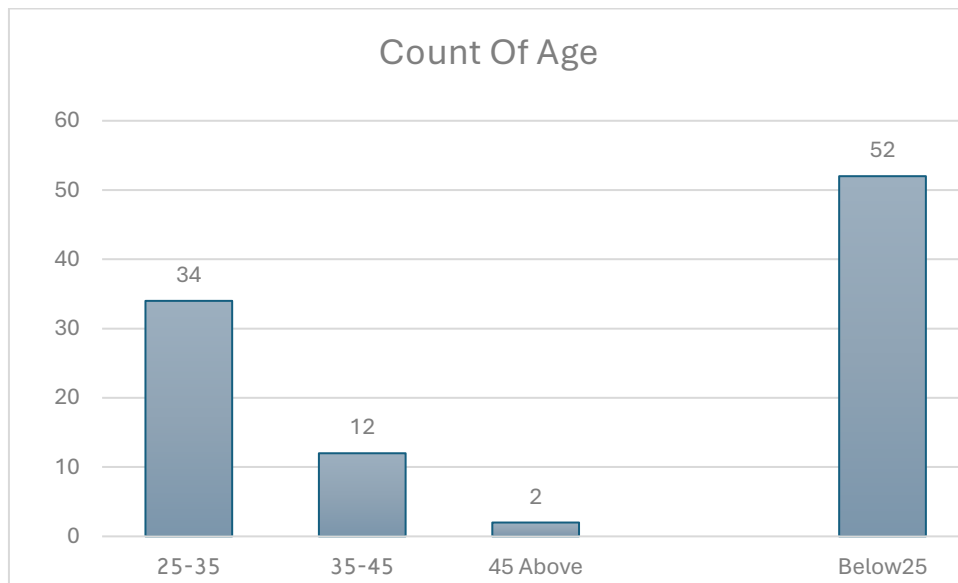


Table No.3 Occupation of respondents:

Occupation	Frequency	Percentage Analysis (%)
Student	34	34%
Employee	44	44%
Business owner	16	16%
Other	6	6%
Grand Total	100	100%

Interpretation:

The dominance of employee among respondents indicates that working professionals from the major customer segment for electrical products. This group is likely to have regular usage and practical exposure to such products, which influences their perception and expectations. Students represent a smaller portion, suggesting limited purchasing power but potential future customer. businesspersons although fewer in number, may have a higher level of involvement in bulk purchasing and decision – making.

This distribution highlights that customer satisfaction is largely influenced by the needs and preferences of working individuals, who may prioritise product reliability, efficiency and value for money. Therefore, understanding the expectations of this segment is crucial for improving overall customer satisfaction.

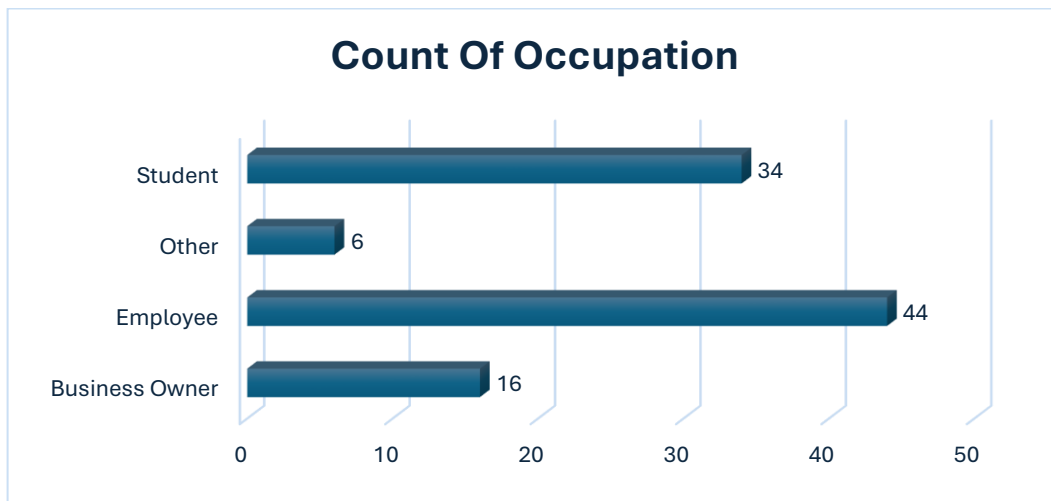


Table No .4 After – sales service:

Option	Frequency	Score (x)	F x S
Strongly Agree	8	5	8 x 5 = 40
Agree	39	4	38 x 4 = 152
Neutral	27	3	27 x 3 = 81
Disagree	14	2	14 x 2 = 28
Strongly Disagree	12	1	12 x 1 = 12
Grand Total	100	---	313

Interpretation:

The weighted Mean Analysis of 3.13 indicates that customer have a slightly below neutral level of satisfaction regarding the after – sales service and customer support provided by the company. Customers expect quicker responses and better support after purchase. Improving service efficiency and complaint handling can significantly enhance customer satisfaction levels.

Table No. 5 Purchase Decision Factors:

Option	Respondents	Percentage Analysis (%)
Product quality	13	13%
Competitive pricing	33	33%
Brand Reputation	33	33%
Availability in Market	21	21%
Grand Total	100	100%

Interpretation:

Customers prioritize value and reliability over other factors. This highlights the importance of Maintaining consistent quality and competitive pricing to attract and retain customers. It is evident that competitive pricing (33%) and brand reputation (33%) are the most influential factors, each receiving the highest proportion of responses. This indicates that customer is equally about concerned affordability and the trustworthiness of the brand when making purchase decisions. Availability in the market (21%) is the next significant factor, suggesting that easy access to products also plays an importance role in influencing customer choices. Product quality (13%) has received the lowest percentage, indicating that comparatively fewer customers consider its as their primary decision – making factor. This may suggest that customers either assume a standard level of quality across brands or price and brand image more strongly.

Suggestions:

- The organization should focus on enhancing product innovation by introducing advanced features and updated technology to meet changing customer expectations and market trends.
- It is recommended to improve pricing strategies by offering flexible pricing, discounts, or value – added packages so that customers feel they are receiving better value for money.
- The organization can invest in employee training program to improve customer handling, service quality, and communications skills
- It is recommended to analyses competitors’ strategies and adopt best practices to remain competitive in the market
- The company should strengthen its after- sales service system by ensuring faster response time, efficient complaint resolution, and better technical support.
- Efforts should be made to increase customer awareness through effective promotional activities such as digital marketing, advertisements and product demonstrations.
- The organization can implement a customer feedback system to regularly collect opinions and suggestions, which will help in continuous improvement.
- It is advisable to maintain consistent product quality standards by adopting strict quality control measures and regular testing procedures.

- The company should focus on building strong customer relationship through personalized communication and loyalty programs.
- Improving distribution and delivery efficiency will ensure timely product availability and enhance customer satisfaction.

Conclusion:

The study reveals that customer satisfaction towards electrical products is balanced, with customers expressing acceptable levels of satisfaction. While product performance and reliability meet customer expectations to a certain extent, improvement is needed in pricing perception and service support. Customer satisfaction is influenced by multiple factors, and even small gaps in service or value can affect overall perception. Therefore, continuous efforts in improving product value, service efficiency, and customer interaction are essential. Strengthening these areas will help in enhancing customer experience and ensuring sustained growth in the competitive market.

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