

A Study on Customer Satisfaction Towards Lakshmi Krishna Naturals with Reference to Tiruppur City

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Abstract

This study aims to assess customer satisfaction towards Lakshmi Krishna Naturals, a prominent brand in the natural product market, with reference to Tiruppur city. In recent years, there has been a growing demand for natural and organic products, with consumers increasingly seeking quality, affordability, and authenticity in the products they choose. Lakshmi Krishna Naturals, known for its wide range of natural products, has attracted attention due to its reputation and product offerings. This research seeks to explore customer perceptions, experiences, and expectations regarding the brand's product quality, customer service, pricing, and overall satisfaction.

Keywords: Customer Satisfaction, Lakshmi Krishna Naturals, Tiruppur City, Natural Products, Brand Image, Product Quality, Customer Service, Organic Products, Consumer Perception, Market Competitiveness.

INTRODUCTION

Customer satisfaction is a crucial element in the success of any business, especially in a competitive market where consumer preferences and loyalty play a vital role in driving business growth. This study focuses on understanding the customer satisfaction levels towards Lakshmi Krishna Naturals, a company known for offering a range of natural products, including personal care items, health supplements, and organic food products.

Lakshmi Krishna Naturals has established itself as a brand that emphasizes quality, sustainability, and a commitment to offering natural products that cater to the growing demand for organic and chemical-free alternatives. With an increasing awareness about health and wellness, customers are shifting towards more eco-friendly and natural solutions for their daily needs. Hence, understanding how satisfied customers are with the products and services provided by Lakshmi Krishna Naturals is essential for the company to maintain its market position and ensure continued customer loyalty.

OBJECTIVES OF THE STUDY

- To evaluate the overall customer satisfaction with the products offered by Lakshmi Krishna Naturals
- To identify the key factors that influence customer satisfaction
- To analyse customer perceptions of product quality and its alignment with customer expectations

HYPOTHESIS OF THE STUDY

A null hypothesis has been framed to test the significance of socio-economic factors and examination the Customer satisfaction towards Lakshmi Krishina naturals in Tiruppur City.

(H₀): There is no statistically significant difference between age of the respondents and which product category often used by respondents

REVIEW OF LITERATURE

Gao, J., & Zhang, L. (2020), This study investigates the relationship between customer satisfaction and brand loyalty in the organic food market, with a focus on Chinese consumers. The findings indicate that product quality and trust are key determinants of customer satisfaction and loyalty.

Kumar, V., & Singh, S. (2020), This study examines the role of customer satisfaction in brand loyalty, focusing on the natural and organic product market in India. It finds that ethical business practices and product authenticity are crucial for gaining customer trust.

Yadav, M., & Tiwari, P. (2020), This study explores consumer perceptions of natural health and beauty products, identifying that customer satisfaction is influenced by product efficacy and natural ingredients.

Lai, P., & Li, X. (2020), The study analyses the factors affecting customer satisfaction and purchase intentions within the natural cosmetics sector, highlighting the importance of product performance and customer education.

Chaudhary, M., & Sharma, R. (2020), The research examines the satisfaction levels of online customers purchasing natural health products and identifies that convenience and product authenticity are major satisfaction drivers.

RESEARCH METHODOLOGY

RESEARCH DESIGN

- The research design is descriptive studies. Descriptive studies are well structured, they tend to be rigid and its approach cannot be changed every now.

TYPE OF RESEARCH

- The present type of research belongs to the category of 'Descriptive study'. Descriptive study is undertaken when the researcher is interested in knowing the characteristics of certain groups, assessing behavior, making projections or for determining the relationship between one or more variables.

SAMPLING PROCEDURE

- Non-probability sampling method involves a deliberate selection of particular units of the universe for constituting a sample which request the universe.
- Sampling method – **Non-Probability Convenient sampling method**

SOURCE OF DATA

- **PRIMARY DATA:** Primary data is collected through structured questionnaire and by conducting surveys.
- **SECONDARY DATA:** Secondary Data is collected from journals, newspapers, websites, etc...,

TOOLS AND TECHNIQUES USED

- **CHI-SQUARE TEST**

$$\chi^2 = \sum (O-E)^2 / E$$

Where:

O = Observed frequency (the actual data you collected)

E= Expected frequency (the frequency you would expect based on the null hypothesis)

Σ = Summation across all categories or cells

- **Likert Scale Analysis**

$$\text{Likert scale value} = \sum f(x) / \text{No. of respondents}$$

LIMITATION OF THE STUDY

- The study will rely on a limited sample of customers who have purchased or used products from Lakshmi Krishna Naturals.
- This sample may not fully represent the entire customer base, especially if there are variations in satisfaction levels across different regions, customer segments, or product categories.

- The sample may also be biased towards those who have positive or negative experiences, which could skew the results.

ANALYSIS AND INTERPRETATION

CHI- SQUARE TEST

Hypothesis

Null hypothesis (H_0): There is no statistically significant difference between age of the respondents and which product category often used by respondents.

Alternate hypothesis (H_a): There is statistically significant difference between age of the respondents and which product category often used by respondents.

AGE OF THE RESPONDENTS * WHICH PRODUCT CATEGORY OFTEN USED BY RESPONDENTS.

Age of the respondents		which product category often used by respondents.				Total
		Skin care	Hair care	wellness	others	
	Less than 18 years	6	1	3	1	11
	18 - 25 years	24	25	9	4	62
	25 - 35 years	4	17	4	0	25
	Above 35 years	0	4	2	0	6
Total		34	47	18	5	104

VALUE CALCULATION

O	E	O-E	(O-E) ²	(O-E) ² /E
6	3.5	2.5	6.25	1.785
24	20.26	3.74	13.9876	0.69
4	8.17	-4.17	17.3889	2.128
0	1.96	-1.96	3.8416	1.96
1	4.97	-3.97	15.7609	3.17
25	28.01	-3.01	9.0601	0.32
17	11.29	5.71	32.6041	2.88
4	2.71	1.29	1.6641	0.61
3	1.90	1.1	1.21	0.63
9	10.73	-1.73	2.9929	0.27
4	4.32	-0.32	0.1024	0.02
2	1.03	0.97	0.9409	0.91
1	0.52	0.48	0.2304	0.44
4	2.98	1.02	1.0404	0.34
0	1.20	-1.2	1.44	1.2
0	0.28	-0.28	0.0784	0.28
				17.633

Level of Significant =5%

Degree of freedom = (R-1) (C-1)

$$= (4-1) (4-1)$$

$$= 3*3$$

$$= 9$$

Level of Significant =5%

Table value at 5% level of significance and degree of = 9 ($X^2_{0.05} = 16.919$)

Calculated value = 17.633

Table value = 16.919

INTERPRETATION

From the above analysis, the calculated value (17.633) is greater than the tabulated value (16.919) at a 5% significance level. Since the tabulated value is lesser than the calculated value, we accept the alternate hypothesis.

Tabulated Value < Calculated Value

This means there is significant relationship between age of the respondents and product often used by respondents.

LIKERT SCALE ANALYSIS

TABLE SHOWING THAT HOW THE RESPONDENTS ARE SATISFACTION TOWARDS LAKSHMI KRISHNA NATURALS

S.NO	PARTICULARS	NO OF RESPONDENTS	LIKERT SCALE VALUES	TOTAL
1	Highly satisfied	58	5	290
2	Satisfied	32	4	128
3	Neutral	12	3	36
4	Dissatisfied	2	2	4
5	Highly dissatisfied	0	1	0
TOTAL		104		458

$$\begin{aligned}
 \text{Likert scale value} &= \sum f(x) / \text{No. of respondents} \\
 &= 458/104 \\
 &= 4.40
 \end{aligned}$$

Mean Likert Scale Value:4.40

INTERPRETATION

From the above table, the **Likert scale value (4.40)** is greater than the mean value (3), indicating that the respondents are generally accepting and favourable toward Lakshmi Krishna naturals

The respondents had a **highly positive** experience (4.40) with the overall Lakshmi Krishna naturals shopping experience, suggesting that the product is good to use.

SUGGESTIONS

- While surveys provide quantitative data, one-on-one interviews (or focus groups) will help capture in-depth insights and qualitative feedback. Customers may have specific emotional or experiential insights that surveys may not fully capture.

- Consider using both online surveys (via tools like Google Forms or SurveyMonkey) and offline methods (like in-store questionnaires or customer interviews) to reach a broader range of customers.
- since Lakshmi Krishna Naturals deals with natural products, customers may be concerned with specific attributes like purity, packaging, or eco-friendliness.
- A competitive analysis will help identify strengths and weaknesses relative to other natural products companies.
- Regularly track customer reviews and discussions on platforms like Facebook, Instagram, Twitter, and independent review sites. These can provide spontaneous, unsolicited feedback that can reveal additional insights.

CONCLUSION

Lakshmi Krishna Naturals has effectively met the expectations of its customers in several key areas, including product quality, customer service, and overall shopping experience. Most customers expressed high levels of satisfaction with the natural and organic products offered, appreciating the freshness and authenticity of the ingredients.

However, there were some areas identified for improvement, such as the need for enhanced customer communication, better packaging, and more consistent product availability. Addressing these concerns could further strengthen customer loyalty and contribute to increased market share.

Overall, Lakshmi Krishna Naturals has built a solid foundation of customer satisfaction, but continuous efforts to improve the customer experience and meet evolving demands will be crucial for maintaining long-term success in the competitive market. The findings suggest that the company is well-positioned for growth with strategic investments in customer-centric initiatives.

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