A STUDY ON "EFFECTIVE CUSTOMER SATISFACTION WITH SPECIALREFERENCE TO PRODUCT AND SERVICES AVAILABLE AT SAI FARMICULTURE PRIVATE LIMITED, BANGALURU"

Author- Aishwarya K N1VA21BA002

2nd year MBA, DEPARTMENT OF MANAGEMENT STUDIES,

SAI VIDYA INSTITUTE OF TECHNOLOGY, RAJANUKUNTE, BENGALURU.

Co- Author Dr. Naveen G

Associate Professor, Department of Management Studies,

Sai Vidya Institute of Technology, Rajanukunte, Bengaluru

ABSTRACT:

This study investigates the dynamics of effective customer satisfaction concerning both products and services, with a specific focus on a particular context. Through a comprehensive analysis, this research aims to discern the key factors influencing customer contentment within this context. By examining the interplay between product quality, service delivery, and customer expectations, the study contributes to a deeper understanding of the intricate the connection between client pleasure and the offerings available. The findings offer understandings that can businesses in enhancing their products and services, ultimately fostering stronger customer loyalty and positive brand perception.

I. INTRODUCTION:

It is crucial to achieve and sustain effective customer satisfaction in the cutthroat business environment of today. The results provide comprehensions that can goods and services since client happiness directly affects client loyalty and brand reputation. Companies may create a holistic experience that connects with their consumers by concentrating on a seamless fusion of excellent products and services. The goal is to comprehend the particular requirements and tastes of the clientele. Businesses may adjust their offers to meet or exceed expectations by actively listening to customer input and making the required modifications. Additionally, the trip doesn't end with the purchase; post-purchase support and help are crucial in promoting client satisfaction. Efforts to increase customer satisfaction go beyond simple transactions; they include establishing connections, customizing communications, and providingthis not only leads to repeat business but also drives positive word-of-mouth referrals, which can significantly impact a company's growth. Ultimately, the

synergy between exceptional products and outstanding services forms the bedrock of a successful customer-centric strategy, resulting in lasting satisfaction and mutual loyalty.

Customer Satisfaction Influencing Factors

- Accessibility.
- Empathy.
- Language.
- Response Time.
- Convenience.
- Choices.
- Simplicity.
- Quality.

Advantages Of Client Satisfaction

1. Gain valuable feedback
2. Determine Areas of improvement
3. Understand your customers
4. Identify Trends
5. Retain Existing Customers
6. Deliver Best Customer Experience

Customer Satisfaction Benefits

1. Up-to-date feedback
2. Benchmark results
3. Display your concern

II. LITERATURE REVIEW

TITTLE: Effective Customer Satisfaction With Special Reference To Product And Services Pednckar Achut Q 2015: A 2015 study on the effects of consumer satisfaction on a range of fast-moving consumer goods found that "consumer Customer understanding of the firm's goals and objectives while purchasing the products and services is another essential aspect in the evaluation of brand equity for the studied company. service."

TITTLE: Effective Customer Satisfaction With Special Reference To Product And Services based on the study, there is a sizable audience for the 2013 paper "A Study on Consumer Purchasing Behaviour Towards Different Types together with Maize Cattle Feed" by Mr. jegan
a. and Dr.Sudalaiyandi S. A strong brand reputation and the industry's proportion of urban area.In this study, various consumer preferences, brand and product knowledge, and consumer behaviour are evaluated.

TITTLE: Effective Customer Satisfaction With Special Reference To Product And Services According to Alexander Ellinger (2012) The efficacy of Less obvious connections exist between supply chain management and business performance. The objective of this study is to empirically investigate the impact of SCM knowledge on two performance metrics for customer satisfaction using secondary data from three sources. According to peers and experts, businesses with greater SCM skill levels have happier shareholders and clients.

TITTLE: Effective Customer Satisfaction With Special Reference To Product And Services By Thomas E. Vallmann and Mark M. Davis (1990), a framework for combining marketing and operations management tactics inside a service organisation is presented. It emphasises customer happiness with wait times in order to improve satisfaction for a particular amount of resource. It then follows with a case study of the approach and makes recommendations on how to use extra service businesses with that kind of organisational structure

TITTEL: Effective Customer Satisfaction With Special Reference To Product And Services hsuanku (2013): Positive feedback from customers on overly attentive service investigates consumer satisfaction levels With service interactions characterised by an excessive level of attentiveness and the environmental and personal factors influencing the resulting satisfaction levels. The majority of participants in the first trial thought mildly excessive treatment was acceptable, but suddenly too

attentive care unexpectedly had a negative effect on satisfaction. In the second trial, only people with a higher propensity for psychological reactance were affected negatively by too attentive service.

TITTEL: Effective Customer Satisfaction With Special Reference To Product And Services The banking sector will experience innovation, client satisfaction, and cooperative creativity in 2019, according to Muhammad Imran Malik (18). The study's goal is to look at the variables affecting co-creation and the connection between co-creation additional to client satisfaction light of a dearth of data. Co-creation is a strategy for gaining a for competitive edge more entrepreneurship and encourages consumer participation in the creation of novel products and services.

Objectives Of The Study:

1. To understand existing condition of customer satisfaction with The Product And services.
2. To examine the reasons about client Satisfaction in Firm product and services.
3. To examine various Level Of Consumer satisfaction with saifarmiculture product andservices
4. To suggest appropriate strategies for customer satisfaction with company outputs

III. ANALYSIS:

Data analysis and interpretation were done using SPSS Software.

Chi-Square Tests

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-Sided)
Pearson Chi-Square	16.101[a]	8	.041
Likelihood Ratio	19.610	8	.012
Linear-By-Linear Association	.307	1	.580
n of valid cases	110		
A. 9 Cells (60.0%) Have Expected Count Less Than 5. The minimum expected count is .55.			

Interpretation

The Chi-Square tests conducted on the table with 110 valid samples gave p-values below the significance level of 0.05 for the Pearson Chi-Square (16.101) and Likelihood Ratio (19.610) tests, indicating the variables have an important connection to one another.

Although the Linear-by-Linear Association test produced a value of 0.30, it was not statistically significant (p = 0.580). It is important to underline the prediction of lower-than- 5 values in 60.0% of the cells. The least expected count was 0.55, thus occasionally the veracity of the data may be questioned.

CORRELATIONS

Correlations		3	4	13	14
3 how likely are you to recommend Sai farmiculture Product And Service to others	Pearson Correlation	1	.398**	.277**	.248**
	Sig. (2-tailed)		<.001	.003	.009
	N	110	110	110	110
4 Do you fell that Sai farmiculture products meet your specific needs and requirements	Pearson Correlation	.398**	1	.499**	.338**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	110	110	110	110
13 How satisfied are you the pricing of Sai farmiculture product /services in relation to their quality	Pearson Correlation	.277**	.499**	1	.592**
	Sig. (2-tailed)	.003	<.001		<.001
	N	110	110	110	110
14 How likely Are You Recommend Sai Farmiculture To Others Based On Your Experience With Their Product/Services	Pearson Correlation	.248**	.338**	.592**	1
	Sig. (2-tailed)	.009	<.001	<.001	
	N	110	110	110	110

Interpretation

The table displays a Correlation matrix showing the correlation indices from Pearson between eight variables related to customer satisfaction and recommendations for Sai Farmiculture products and services. The coefficients range from -1 to 1, with positive values indicating a positive correlation, negative values indicating a negative correlation, and close to zero values indicating a weak or no correlation.

Paired Samples Statistics

T-Test

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	8 How well does Sai farmiculture private limited handle return ,exchange, refunds	2.1545	110	.62349	.05945
	9 How does Sai farmiculture private limited meet your expectation in terms of product quality	2.1636	110	.53376	.05089

Interpretation

The statistics for the matched samples show how clients view Sai Farmiculture Private Limited from various angles. Customers generally expressed moderate to high levels of contentment with the business's handling of returns, product quality, problem-solving abilities, attentiveness to their demands, and order delivery precision. The organization, however, obtained lower results For The breadth and depth of its product offering Moreover, The friendliness and competence of its customer service agents. These results can assist pinpoint areas of strength and those that might need improvement being able to increase overall customer happiness and experience.

IV. FINDINGS:

● As stated by The respondents' gender breakdown, 53.6% of them are men and 46.4% are women.

● A post-graduate degree Are The most prevalent educational background held by respondents (46.4%), followed by an undergraduate degree (28.2%).

● In general, 50% Clients are really happy and 41.8% fulfilment with the items given by Sai Farmiculture Private Limited.

● Customers are pleased with the customer service team's response, with 66.4% rating it as highly satisfied and 21.8% as satisfied.

V. CONCLUSTION:

As stated by the survey, product quality crucial component in determining consumer happiness. When customers obtain goods that perform well overall in relation to usefulness, durability, and general superiority, they are more prone to be happy. This study emphasizes how important service quality is in determining customer satisfaction. The total customer experience is improved and long-term loyalty is fostered by responsive, cordial, and effective. Customer happiness is the consequence of a thorough plan of action that considers the calibre of the products and services. A superior product likely not enough by itself if it doesn't he supporting service is subpar, and vice versa. Personalization Customers value tailored interactions. Individualised customization of goods and services may considerably increase customer happiness and loyalty.Timely Delivery For firms that sell products, on- time delivery is essential to retaining customers. Even if the product quality is excellent, delivery delays might cause discontent. Implementing a strong feedback mechanism enables businesses to learn more about the wants, requirements, and preferences of their customers. A better customer satisfaction level may come from utilising this input to make adjustments.Customer expectations For fulfilment, it's essential to comprehend and manage customers' expectations. Companies may raise customer satisfaction levels by being upfront about expectations and keeping their commitments. Customer happiness is a process that is always being improved it , is not one-time accomplishment. Based on client input and shifting market trends, businesses should always work to enhance their goods and services.Word-of-Mouth Effect Happy consumers a greater propensity to support the brand and tell others about the good or service. The decisions of potential clients can be considerably influenced by word-of-mouth marketing.

VI. LIMITATIONS:

● Research is founded on a premise that is considered as true and was supplied using the Respondents from their point of view.

● It is requested that private information be kept secret in accordance with organisational ethics and standards.

● The workforce is reluctant to be honest with management.

VII. REFERENCE

Principles of marketing by Gary Armstrong and Philip Kotler Methodology of marketing by C. R. Kothari

Marketing management, by V. S. Ramaswamy and Nama Kumari, 1998 Michael R. Solomon: Buying habits

Marketing Management, U.K Guptha, Viva book private Limited 2002 "Research Methodology, Methods and Techniques, C.R. Kothari," 2004

"Research Design, Qualitative, Quantitative, and Mixed Methods Approaches" John W. Creswell's book published in 2014.

WEBSITE:

www.kmfnandhini.coop

www.dairyknowledge.inwww.researchgate.net

www.emerald.com www.frontiersin.org