

A Study on Customer Satisfaction and Service Marketing Strategies at CDO Impex Pvt Ltd

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ABSTRACT

This research paper focuses on customer satisfaction and service marketing strategies followed by CDO Impex Pvt Ltd. The study evaluates service quality, customer support, communication systems, and customer expectations in the construction industry. A descriptive research design was used with 150 respondents selected using simple random sampling.

INTRODUCTION

Customer satisfaction has become an important factor for organizational growth in the construction industry. Construction companies focus on quality services, communication, timely project completion, and customer support. Service marketing strategies improve customer trust, loyalty, and organizational reputation.

OBJECTIVES OF THE STUDY

1. To examine customer satisfaction.
2. To analyze service marketing strategies.
3. To study customer perception regarding service quality.
4. To evaluate factors influencing customer satisfaction.

RESEARCH METHODOLOGY

The study adopted descriptive research design. Primary data was collected using structured questionnaires and secondary data from journals, websites, and company reports. The sample size consists of 150 respondents.

DATA ANALYSIS

The collected data was analyzed using percentage analysis, chi-square analysis, and correlation analysis. The results indicate that service quality and timely project completion strongly influence customer satisfaction.

FINDINGS

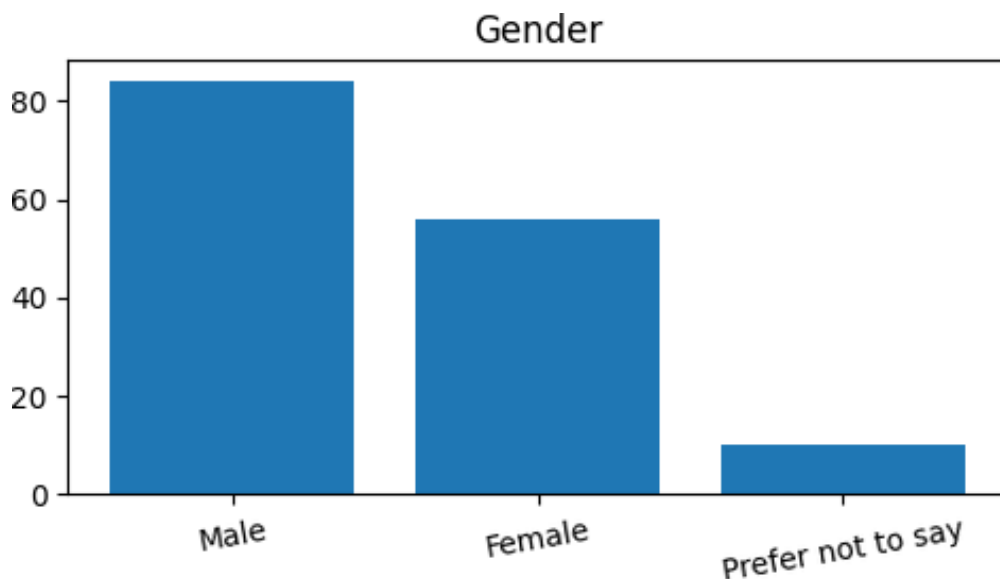
The study found that most customers prefer quality construction services and organizations with strong reputations. Effective communication and service support positively influence customer satisfaction.

SUGGESTIONS

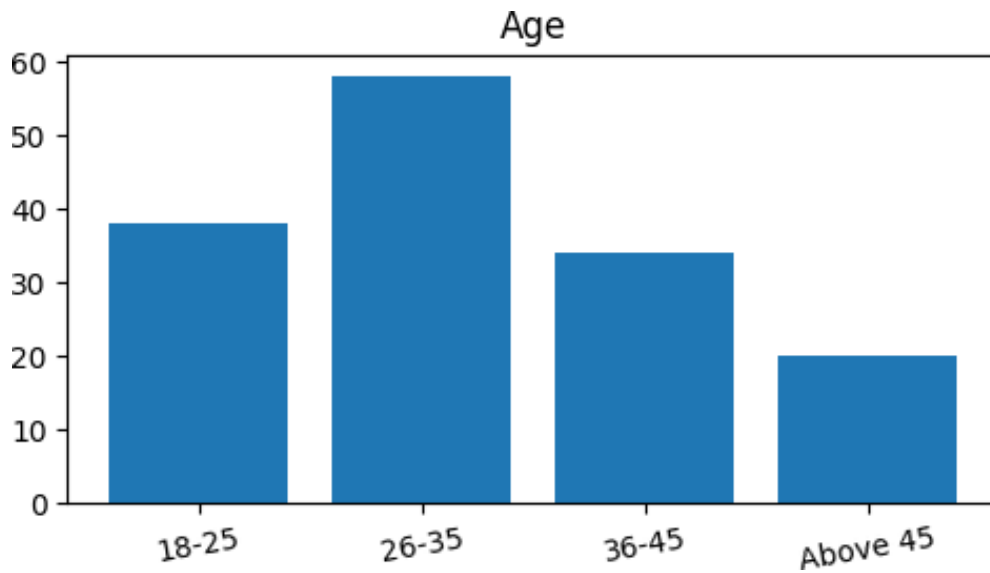
Organizations should improve digital marketing activities, customer communication, technical guidance, and project monitoring systems to improve customer satisfaction.

CONCLUSION

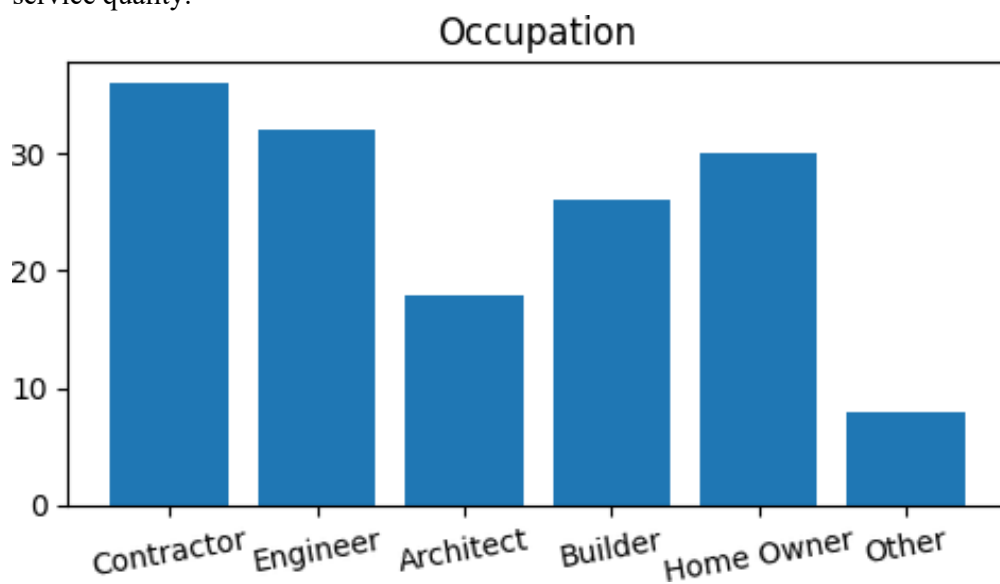
Customer satisfaction and service marketing strategies play a major role in organizational success. Quality service practices, customer support, and timely project completion improve customer loyalty and market reputation.



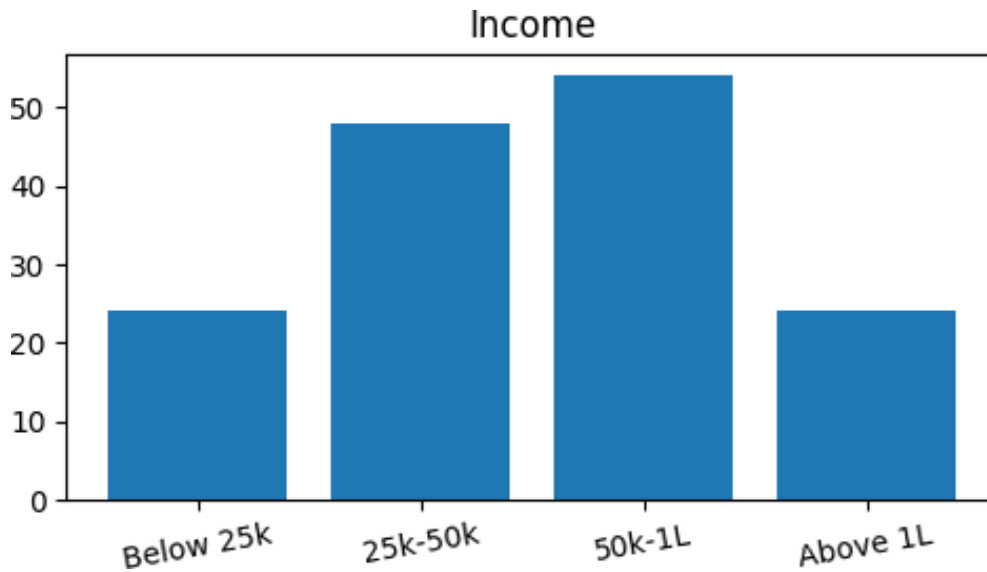
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ADDITIONAL ANALYSIS SECTION 1

The study highlights the importance of customer relationship management, promotional activities, service quality assurance, and organizational reputation in improving customer satisfaction. Continuous service improvement and communication strategies support long-term organizational growth.

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