


A Study on Customer Satisfaction in SK Traders, Gobichettipalayam, Tamil Nadu

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Abstract

Customer satisfaction is a major factor in the success and growth of any business. In today's competitive market, customers are in a position to choose from a number of options; therefore, it is essential for any business to understand their needs and requirements. Customer satisfaction is the feeling of customers towards the products or services they receive and whether their needs are fulfilled. If customers are satisfied with the products or services, they will definitely purchase the same products and services and will also refer the business to many customers. The main objective of this study was to understand the level of customer satisfaction. Moreover, this study aims to identify the factors that affect customer opinions. For this study, primary data were collected using a questionnaire. For this study, 130 customers were selected using simple random sampling. Moreover, the data for the study were collected from January to April.

The data were analysed using various statistical tools, such as two-way ANOVA and correlation analysis. These tools helped the researcher understand the relationship between the factors that affect customers' opinions. Moreover, the results of this study provide useful insights into customers' perceptions. Moreover, the results of the study helped the researcher understand the areas that need to be improved.

Keywords: customer satisfaction, service quality, customer experience, customer behaviour.

Introduction

In the current competitive business environment, customer satisfaction is a significant factor affecting the success of any organization. Customers are the backbone of every business, and it is crucial for organizations to understand their needs and expectations for long-term sustainability. Customer satisfaction is defined as the level of satisfaction that a customer feels after using a product or service, and this is usually dependent on several factors, including product quality, pricing, and customer service. If organizations can satisfy their customers, it automatically translates into a higher level of loyalty, resulting in a good reputation for the organization. However, if customers are not satisfied, they may opt for a competitor's product, thus affecting the organization.

Review of literature

Earlier studies on customer satisfaction have also been conducted in a gendered manner, and the most important factors affecting customer perceptions have also been identified in the earlier studies by different researchers. Many researchers have found that customer experience, service quality, product quality, and customer orientation are the most important factors that significantly enhance customer satisfaction. Studies by Zaid and Patwayati (2021), Putri et al. (2024), Situmeang and Sugiyanto (2024), and Lamichhane (2024) revealed that the customer experience, service quality, reliability, responsiveness, and assurance are the most important factors that significantly influence the customer satisfaction levels.

Similarly, Tessema et al. (2025), Halim and Sugiyanto (2024), and Sutriani et al. The 2024 study also showed that customer satisfaction is increased by focusing on the customer, product quality, and service quality, which leads to customer loyalty.

Additionally, previous research has pointed out other factors such as pricing, store atmosphere, brand image, and customer journey experience. The research done by Daniel et al. (2016) and Mburu et al. Deshwal and Krishna (2016), Rana et al. (2016), and others.(2015) pointed out that factors such as pricing, promotion strategies, employee behavior, and brand image significantly affect customer satisfaction. Further, research done by Lemon and Verhoef (2016), Buckley and Feldman (2024), and Taufik et al. (2022) pointed out that integrated customer journey experience, product quality, and service quality have positive effects on overall customer satisfaction. The research findings indicate that various factors influence customer satisfaction. Organizations need to improve these factors to be competitive in the market.

Research Gap

Many researchers have studied customer satisfaction. However, they have mostly focused on general aspects such as product quality, price, and service quality. Not much research has been done using multiple variables with the help of statistical tools such as Two-Way ANOVA and correlation analysis. In addition, customer expectations vary over time; earlier research may not reflect the present situation. Hence, this study attempts to fill this gap by analyzing customer satisfaction based on data collected from 130 customers.

OBJECTIVE

To analyse the customer satisfaction of SK traders, Gobichettipalayam, TN

RESEARCH METHODOLOGY

The present study employed a descriptive research design to understand the level of customer satisfaction and the factors influencing customer perceptions. This study focused on customers who have experience purchasing and using the products and services of the organization. The population of the present study consisted of all the customers of the organization. A sample of 130 customers was selected using a simple random sampling technique. This sampling technique ensures that each customer has an equal opportunity to be selected and enables the researcher to collect unbiased responses from different categories of customers. This study was conducted between January and April.

The data required for the study were collected from both primary and secondary sources. The primary source of data collection was customers, for whom a questionnaire was designed using Google Forms. The questionnaire items were based on customer satisfaction, product quality, price, and service quality. Secondary sources include books, journals, research articles, websites, and other relevant sources to support the study. The variables used in the study are independent variables, such as product quality, price, service quality, and the dependent variable, which is customer satisfaction.

Various statistical tools, such as two-way analysis of variance (ANOVA) and correlation analysis, were used to analyze the collected data. Two-way ANOVA helps to understand the differences between customer groups, whereas correlation analysis helps to understand the relationship between variables. This helps draw meaningful conclusions regarding customer satisfaction.

Data analysis and interetation

The analysis indicates that most of the customers belong to the age group of 26–35 years old. Moreover, most customers were male. In addition, employees are the largest segment of customers. Most customers belong to the middle-income group of ₹20,000 to ₹40,000.

The results of the satisfaction analysis indicate that most customers were satisfied with the product quality and customer service. The overall results indicate that the majority of customers are satisfied with the products and services. This indicates a good level of customer satisfaction.

Correlation Analysis

The correlation between the two variables of service quality and customer satisfaction was 0.68. There was a moderate positive correlation between the two variables. This implies that as the level of service quality increases, customer satisfaction also increases. This result indicates that service quality is an important factor influencing customer satisfaction. Therefore, the level of service quality can be improved to enhance customer satisfaction.

variables	Service quality	Customer satisfaction
Service quality	1	0.68
Customer satisfaction	0.68	1

Multiple Regression Analysis

The results of the multiple regression analysis revealed that all variables had a positive impact on customer satisfaction. Among the variables, product quality (0.52) and customer service (0.48) had the highest impact on customer satisfaction, followed by income and occupation. The R square value of 0.62 reveals that 62% of the customer satisfaction level is influenced by these variables.

Variables	Regression Coefficient (β)	t Value	Significance
Age	0.28	2.34	Significant
Gender	0.19	1.98	Significant
Occupation	0.31	2.76	Significant
Income	0.37	3.12	Significant
Product Quality	0.52	4.21	Significant
Customer Service	0.48	3.95	Significant
R Square	0.62	–	–

Two-Way ANOVA

The results of the Two-Way ANOVA show that product quality and customer service significantly influence customer satisfaction. The interaction effect between product quality and customer service was not significant. This indicates that both factors independently affect the customer satisfaction. Therefore, improving product quality and customer service can help increase overall customer satisfaction.

Source of variance	Sum squares	df	Mean square	F value	Significance
(p-value)					
Age group	4.82	3	1.61	2.45	0.067
Income level	6.37	3	2.12	3.21	0.025

Interaction (age x income)	3.11	9	0.35	1.12	0.345
Error	78.46	114	0.69		
Total	92.76	129			

Findings of the Study

The results obtained in the study indicate that the majority of the respondents belong to the age group 26-35 years, which implies that the youth and middle-aged customers are the major customer base for the organization. The results obtained in this study also indicate that the majority of the respondents were male. Most respondents were employees, followed by businesspeople. Most respondents belong to the middle-income group, earning ₹20,001–40,000, implying that the product is affordable for middle-income group customers.

Moreover, the results obtained in this study indicate that the majority of respondents have positive opinions regarding the quality of the product and customer service, which significantly impacts customer satisfaction. Most customers are satisfied with their overall purchase experience, implying that the organization is successful in meeting customer needs. The correlation and regression analyses also indicate a positive relationship between customer satisfaction and service quality. A small percentage of customers expressed their opinions, which implies that customer dissatisfaction is low; hence, good product quality, price, and service quality are essential for maintaining customer satisfaction.

Discussion

Based on the above study, it is recommended that the organization maintain product quality, as it is one of the major factors in satisfying customers. Moreover, organizations should focus on improving customer service by training employees in effective communication skills. Organizations should also collect feedback from customers to understand their needs and demands. In addition, the organization should maintain reasonable price policies to attract more customers, especially in the middle-income segment of the market.

Furthermore, organizations should focus on improving product availability and providing better after-sales services to maintain customer satisfaction and trust. In addition, organizations can offer more promotional schemes to attract more customers and provide a better shopping experience. Moreover, organizations should focus on satisfying customers by resolving their issues and problems to make them feel valued.

Conclusion

Customer satisfaction is a significant criterion for the success and development of any business. In the existing competitive market environment, any business organization must understand the importance of customer satisfaction and provide quality products and services. In this context, the present study was conducted to analyze the level of customer satisfaction and the factors influencing the perceptions of customers. As revealed in the present study, most customers were satisfied with the products and services offered by the organization.

The results of the present study reveal that most customers are in the middle-income group and are working professionals. This indicates that the products offered by the organization are suitable for the target customer. The results of the present study revealed that maintaining the quality of products and services is significant in enhancing customer satisfaction.

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