



## A STUDY ON CUSTOMER SATISFACTION TOWARD THE PRODUCT LAMINATE SHEET OF SATTV DECORE LLP

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### ABSTRACT

The Study is to analyze the customers' perceptions and experience especially when it comes to Satvva Decor LLP products. When surveying the participants, a structured questioner including 110 participants was used to seek their opinion on matters concerning product quality, design, price, and the after-sale services.

From this perspective the study shows that although customers are satisfied overall with the design and functional durability of Satvva Decor products there are areas of further potential for development within aspects involving pricing and customer relations. The study also establishes a link between product quality features and satisfaction levels where the quality aspect reveals the general degree of satisfaction needed in product manufacturing and service provision.

The conclusions made from this research help widen the data concerning customer satisfaction in the decor industry, as well as suggest improvements for Satvva Decor LLP in the company's positioning on the market. It also provides plan for further research with regard to customers' attitude and satisfaction in similar industries.

**KEY WORD:** customer satisfaction, Product Quality.



## **INTRODUCTION:**

Each business cannot be sustainable in the market without offering adequate satisfaction to the customers. This field plays the strategic role of defining standards by which products and services directors offer to the market could be appropriately assessed. The contemporary realities show that customer satisfaction means much more than mere compliance with expectations, more about how much that expectation can be surpassed in order to encourage customers to remain loyal and thereby help boost brand equity.

A satisfied customer also has a tendency to buy again, to pass on the word on the specific product positively to other consumers. Hence, there is a growing attention of businesses to find out new ways of how their products meet customer needs. When important factors affecting satisfaction are recognized, companies are in a position of improving their products, their services, and even their ability to understand the needs and wants of the customers as they exist in the marketplace.

This research focuses on the selected product to determine the level of satisfaction by customers through the product characteristics, which include quality, price, ease of use, and services provided after purchase. It aims at capturing the customer's impressions, interactions, and anticipations along with the tools for enhancement and long-lasting profitable growth.

In relation to this, the present paper seeks to fill the gap through analyzing levels of customer satisfaction with an objective of facilitating the narrowing of the gap between the customer requirements and the product outcomes in order to support enhanced customer-centric business model.

## **REVIEW OF LITERTURE:**

**Petr Suchánek, Jiří Richter, and Maria Králová (2014)** conducted a study concentrated on understanding the connections between product quality, client satisfaction, and overall business performance within the food assiduity. The central question they sought to answer was whether high- quality products lead to satisfied guests, which, in turn, translates into better business issues. In their exploration, client satisfaction was defined as the position of pleasure guests feel towards both the product and the company that provides it, while business performance was assessed grounded on a company's capability to induce gains. To explore these connections, the platoon employed a check system, gathering feedback through questionnaires from consumers. For business performance

fiscal data was used to measure the success of companies involved in the study. The findings revealed a clear correlation between product quality, client satisfaction, and business performance. still, they also noted that other factors played a part in impacting these issues. While the main connections were apparent, certain variables proved to be statistically insignificant, suggesting that client satisfaction and business performance are also shaped by fresh, frequently complex, rudiments. Eventually, the exploration supports the notion that delivering quality products can lead to client satisfaction, but also highlights the multifaceted nature of business success in the food sector. **Francesca Bassi (2006)**. The current effort aims to develop a scale to measure consumer satisfaction with products and integrated services in a more comprehensive context than only evaluating product performance by quantifying elements involved in the pre- and post-purchase phases. There are three versions of the proposed scale: one for convenience, one for shopping, and one for specialist items. Additionally, the shopping items scale was administered to a sample of customers of a specific branded product (a pair of jeans), and its validity and reliability were evaluated. Lastly, latent class models are calculated to verify whether a judgement of satisfaction takes place at each step of the customer experience. **Konodo Yoshio (2001)**. Numerous attempts have been made to address the dimension of customer satisfaction, which is the ultimate goal of overall quality operations. However, it should be noted that there are always multiple types of guests who have varied viewpoints on quality, and therefore "no customer dissatisfaction" does not always translate into "customer satisfaction." There must be both attractive and quality qualities. Still, it's important to note that the quality that tends to appear inordinate to the manufacturer but is explosively demanded by the client can be the key to superior new technology and excellent quality products. So, they should be regarded not as supernumerary quality but as seductive quality. Hand satisfaction of natural and spiritual character is the source of excellent quality and client satisfaction. Leaders and directors should respond appreciatively and encourage the workers' opinions. Cathy **Parker and Brian P. Mathews (2001)** explore the concept of satisfaction, which is a crucial idea in marketing. In their research, they aim to understand what "satisfaction" actually means to the general public. They dive into various definitions of satisfaction found in existing literature, and gather insights from people's personal

interpretations of the term. Their findings show that satisfaction is a complex and multifaceted concept, with many people offering several definitions of it. The most common view is that satisfaction arises from comparing what one expected to receive with what was actually received—whether that's from a purchase decision, or from fulfilling certain needs or desires. The study also reveals that the way people define satisfaction can vary depending on the context. For example, whether someone is considering a product or a service can influence their interpretation of satisfaction. The paper concludes by discussing how these different definitions can impact how we measure and interpret consumer satisfaction. It highlights the need to account for these varying perspectives when evaluating satisfaction in marketing research.

#### **SIGNIFICANCE OF THE STUDY:**

1. It looks at variables that affect satisfaction and dissatisfaction among the customers.
2. Useful for the company to get insights and know its customer prospects.
3. Accommodates invention by providing feasible recommendations for product process.

#### **SCOPE OF THE STUDY:**

The aim of this research is to find out the satisfaction level of the customers only in terms of the product. It will examine aspects such as quality, reliability, style, price, and the support which shall be provided to the consumers. In this study, purposive sampling technique is proposed to obtain data from customers of different denominations and areas to be adopted for use in the study. The rationale of the study will be to determine how the laminate sheet product can be improved, meeting the needs and wants of the customers and informing the strategies that will be followed in the future in product enhancements and selling. Of course, some inherent limitations, for example, having a small sample size, or a problem with response bias will be identified.

#### **LIMITATION OF THE STUDY:**

Not all Customers of the company could be covered.

#### **OBJECTIVE OF THE STUDY:**

1. Find out those needs that create satisfaction needs such as the quality of the product, designs, and the prices to be offered on the product.
2. Customer awareness and perceptions should be evaluated concerning how much the real performances of the products echo the expectations or feelings of the customers, or their response.

**RESEARCH METHODOLOGY:**

Customer satisfaction is among the key factors determining the viability and existence of any enterprise, irrespective of the market that it might be operating in. It has become very useful in determining the standard of customer loyalty, rate of returns and even of the business entity as a whole. Therefore, the assessment of customer satisfaction is important since there is high intensity competition and the use of the final product in this case, the laminate sheets, may change with customer needs and wants. In fact, Satvva Decore LLP of this market should intensify on the quality of the products and customer needs to maintain that position.

**DATA ANALYSIS:**

Here are the main data which are mainly related with my objective

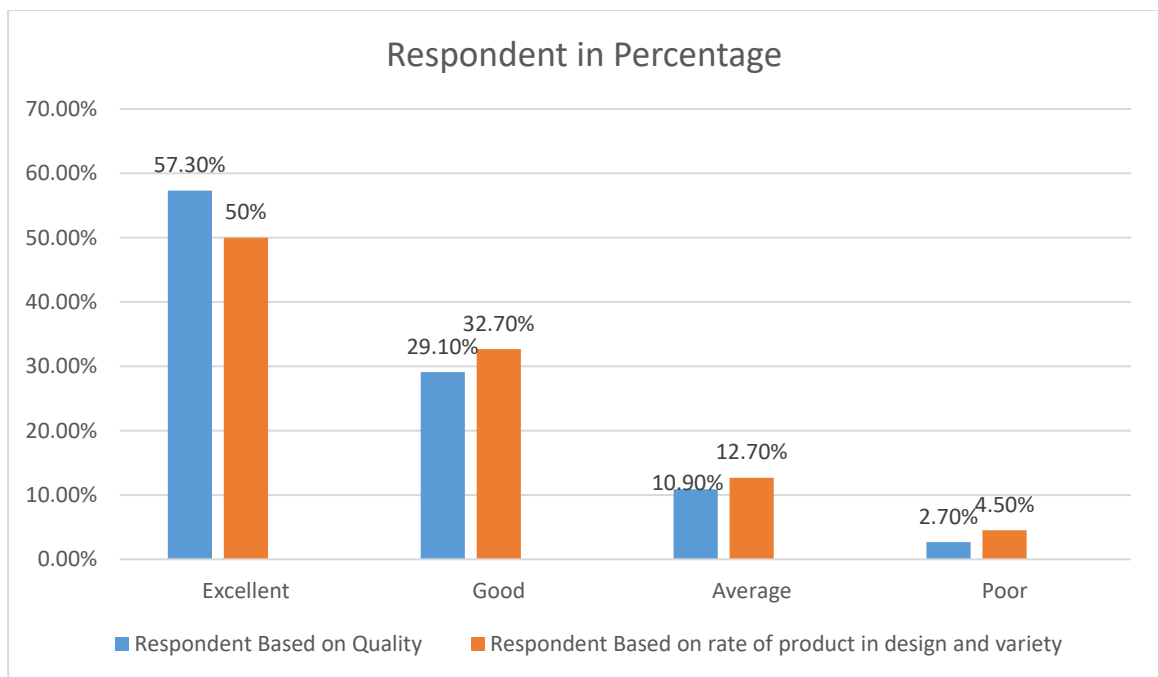


Figure:1 Satisfaction based on Product Quality, Design and Variety

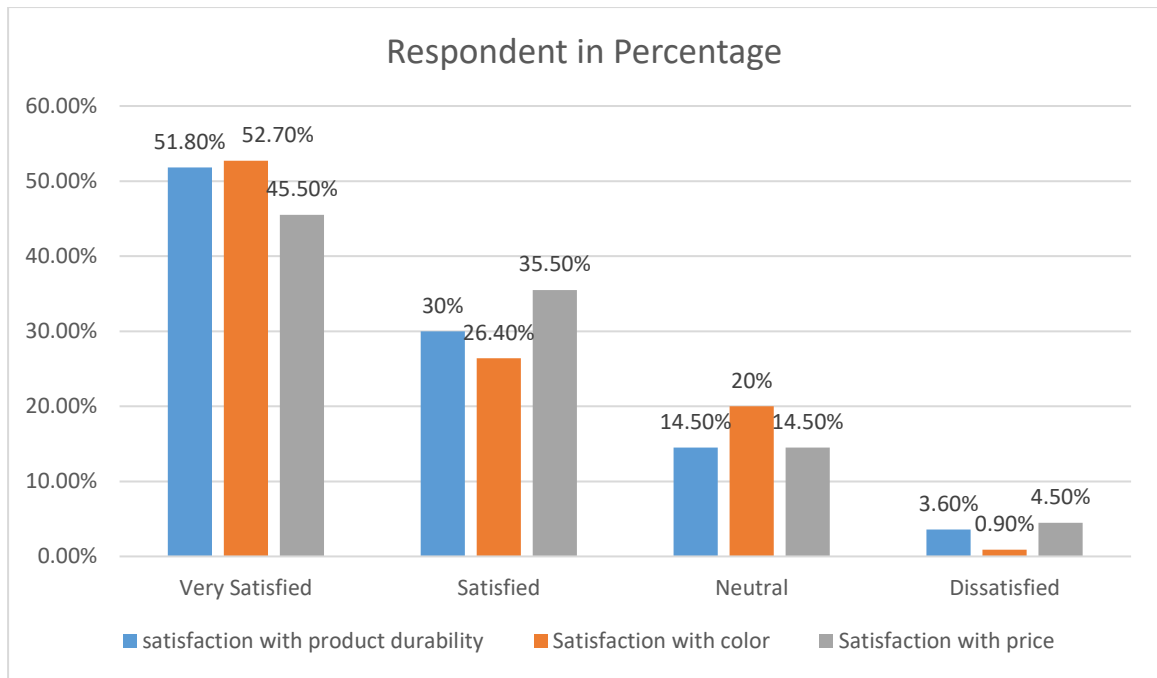


Figure:2 Satisfaction based on Product Durability, Colo, and Price

### FINDINGS:

- I. The market participants showed a very high level of satisfaction in the quality of the laminate sheets. They focused on the issues like the finish devoid of grains, the texture and the reliability and steadiness as shown below.
- II. They observed that the laminate sheets remained as strong as when they were new and in terms of look whether in normal or in usage conditions.
- III. Customers finally noted the design and the number of products in the assortment. The different choices of patterns, textures, and finishes were enjoyed by consumers because it fit their requirements and their desire in terms of design and appearances.
- IV. Customers had no complaint as to the range of colors in the sheets of the laminates. They thought the colors were bright and so durable More to the point, the colors appealed to them inasmuch as the interiors of their houses were concerned.
- V. Respondents had satisfaction with the pricing of the product. They believed that the price for the laminate sheets was affordable considering the quality, the strength and the appearances of them, they had found it to be a worthy investment.

### **SUGGESTION:**

1. Introduced new and altering laminated sheet models frequently in the product catalogue to suit the new customer preferences and changes in trends.
2. Increase advertising efforts through online platforms to attract the new customers.

### **CONCLUSION:**

There is happiness among the customers who have used SATTV Decor LLP's laminate sheets with quality, design options and the ability of the sheets to last long being the reasons that customers were happy with. Customers found the finish, look and design options to be of great value. However, two concerns were for price and after sales service was witnessed. Improving in these areas with the right cost strategy as well as quality customer service is likely to improve the experience. The improvements of product services and quality would help SATTV Decor LLP to cement its market positioning and establish stable customer base.



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