

## **1.1 INTRODUCTION**

Satisfaction is consumer's fulfilment response. It is a judgment that a product or a service feature or the product or service itself provides a pleasurable level of consumption-related fulfilment.

Customers primarily form their expectations through past experiences, word-of-mouth from family, friends, and colleagues, and information delivered through marketing activities, such as advertising or public relations. If the customer's expectation isn't met, they will be dissatisfied, and it is very likely they will tell others about their experiences.

Therefore, it is essential for businesses to effectively manage customer satisfaction. To be able to do this, firms need reliable and representative measures of satisfaction. "In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction; when customers have high expectations and reality falls short, they will be disappointed and will likely rate their experience as less than satisfying." "Customer satisfaction provides a leading indicator of customer purchase intention and loyalty". Customer satisfaction is an ambiguous and abstract concept, and the actual manifestation of satisfaction will vary from person to person or from product to product. The state of satisfaction depends on a number of psychological and physical variables that correlate with satisfaction behaviours, such as return and recommendation rates. The level of satisfaction can also vary depending on other options. Customers may have other products against which they compare the organization's product.

The Kano model is a theory of product development and customer satisfaction developed in the 1980s by Professor Noriaki Kano, which classifies customer preferences into five categories.

### **Must-be Quality**

Simply stated, these are the requirements that customers expect and take for granted. When done well, customers are just neutral, but when done poorly, customers are very dissatisfied. Kano originally called these "Must-be" because they are the requirements that must be included and are the price of entry into a market. One- dimensional Quality these

attribute a result in satisfaction when fulfilled and dissatisfaction when not fulfilled. These are attributes that are spoken and the once in which companies compete. An example of this would be a milk package that is said to have ten percent more milk for the same price will result in customer satisfaction, but if it only contains six percent then the customer will feel misled and it will lead to dissatisfaction.

## **1.2 STATEMENT OF PROBLEM**

The objective of every company would be ensuring customer satisfaction for the customer would create loyal customers. Measuring customer satisfaction is always a challenge, as customers either would not disclose or sometimes do not assess their satisfaction level clearly. Many times, the customer cannot specify the reasons for their satisfaction. The ultimate recipient of all these leads to the customer's knowledge and satisfaction. The promotional strategies aim to reach out to the customers.

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