

INTRODUCTION AND BACKGROUND ABOUT THE STUDY

Customer satisfaction is an important factor that determines the success and growth of any business. It refers to how well a product or service meets the expectations and needs of customers. When customers are satisfied, they are more likely to continue purchasing, recommend the business to others, and maintain a long-term relationship with the organisation. High customer satisfaction helps build trust and creates a positive image in the market. In today's competitive business environment, customers have many options to choose from. They compare quality, price, service, and overall experience before making a purchase. If a business fails to satisfy customers, they may easily switch to another brand. Therefore, organisations must constantly focus on understanding customer needs and improving their products and services. Customer satisfaction has become a key measure for evaluating business performance.

Customer satisfaction is influenced by several factors such as product quality, pricing, availability, service quality, staff behaviour, and after-sales support. Even a small issue in any of these areas can affect the customer's experience. When customers feel that they receive value for money and proper attention, they develop confidence in the business. Studying customer satisfaction helps organisations identify what customers like and where improvements are required. Regular assessment of customer satisfaction also helps businesses respond to changing customer expectations. Customer needs may change over time due to market trends, competition, or lifestyle changes. By analysing customer feedback, organisations can make necessary changes and improve their offerings. This not only helps retain existing customers but also attracts new ones through positive word-of-mouth.

The present study focuses on understanding the level of customer satisfaction at MS Woods, Thaliparamba. The study aims to analyse customer opinions regarding product quality, pricing, service, and overall experience. The findings of this study will help the organisation understand customer expectations better and take suitable steps to improve customer satisfaction and business performance.

NEED FOR THE STUDY

Customer satisfaction plays a major role in deciding whether a business can maintain its customers and grow in the long run. When customers are satisfied with the products and services they receive, they are more likely to return and recommend the business to others. However, customer expectations may change over time due to competition and market conditions, making it important to regularly understand their level of satisfaction. This study is needed to examine how customers of MS Woods, Thaliparamba feel about the quality of products, pricing, and services provided. By identifying areas where customers are satisfied and areas that need improvement, the organisation can take suitable steps to enhance customer experience and strengthen its position in the market.

RESEARCH PROBLEM

In a competitive market, businesses often face challenges in understanding whether their customers are truly satisfied with the products and services provided. Even when sales are good, customers may still have concerns related to quality, pricing, availability, or service, which may not be clearly known to the organisation. If these concerns are not identified at the right time, customer satisfaction may gradually decline and affect future sales. The main problem of this study is to understand the level of customer satisfaction, identify the factors that influence customer opinions, and examine the areas where improvements are required. The study aims to provide a clear picture of customer experiences and expectations so that suitable steps can be taken to improve overall satisfaction.

SCOPE OF THE STUDY

This study mainly looks at how customers feel about the products and services provided by MS Woods, Thaliparamba. It covers aspects such as product quality, pricing, service support, availability, and overall customer experience. The study considers only the customers of this organisation and does not include other businesses for comparison. The findings are useful for understanding customer expectations and for improving customer satisfaction in the organisation.

OBJECTIVES OF THE STUDY

- To assess the overall level of customer satisfaction with MS Woods, Thaliparamba.
- To understand customer opinions about product quality and pricing.
- To examine customer satisfaction with service and support provided by the organisation.
- To identify the factors that influence customer satisfaction and buying decisions.
- To suggest suitable measures for improving customer satisfaction and service quality.

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