

1.1 INTRODUCTION AND BACKGROUND ABOUT THE STUDY

Customer satisfaction is an important concept for every organisation that deals with customers on a regular basis. It refers to the level of happiness and fulfillment customers feel after purchasing and using a product or service. When customers are satisfied, they are more likely to continue buying, recommend the product to others, and maintain a long-term relationship with the organisation. Customer satisfaction therefore plays a major role in the growth and success of any business or service-oriented institution.

In today's competitive environment, customers have many choices available in the market. They compare products based on quality, price, availability, service, and overall experience. If an organisation fails to meet customer expectations, customers may easily switch to other alternatives. Hence, understanding customer needs and ensuring satisfaction has become a key responsibility for organisations. Regular assessment of customer satisfaction helps organisations identify strengths and areas that need improvement.

Customer satisfaction is influenced by several factors such as product quality, pricing, customer service, delivery time, and after-sales support. Even small issues related to service or communication can affect customer perception. Organisations that pay attention to customer feedback are better positioned to improve their products and services. Studying customer satisfaction also helps organisations understand changing customer preferences and market trends.

In traditional and co-operative sector industries, customer satisfaction is equally important. Such organisations often serve local communities and depend heavily on customer trust and loyalty. Maintaining consistent quality and good customer relationships is essential for sustaining operations and reputation. By analysing customer satisfaction, these organisations can improve service quality and strengthen their connection with customers.

The present study focuses on analysing the level of customer satisfaction at Pappinisseri Weavers Industrial Co-operative Society Ltd., Kannur. The study aims to understand customer opinions regarding product quality, pricing, service, and overall

experience. The findings of the study will help the organisation identify customer expectations and take suitable steps to improve customer satisfaction.

NEED OF THE STUDY

Customer satisfaction plays a vital role in determining the success and sustainability of any organisation. Customers today expect good quality products, reasonable prices, timely service, and proper attention to their needs. If these expectations are not met, customers may become dissatisfied and shift to other alternatives. This study is needed to understand how customers feel about the products and services provided and whether their expectations are being fulfilled. By identifying the level of customer satisfaction, the organisation can improve its services, maintain customer loyalty, and enhance its overall performance.

OBJECTIVES OF THE STUDY

- To identify how satisfied customers are with their overall experience at Pappinisseri Weavers Industrial Co-operative Society Ltd., Kannur.
- To understand customer views about the quality and durability of the products.
- To examine whether customers feel the prices charged are reasonable.
- To study customer opinions regarding service, staff behaviour, and support facilities.
- To suggest practical measures to improve customer satisfaction based on the findings.

LIMITATIONS OF THE STUDY

- The study is limited to customers of Pappinisseri Weavers Industrial Co-operative Society Ltd., Kannur.
- The findings are based on customer opinions, which may differ from person to person.
- Time constraints limited the collection of more detailed information.

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