

A Study on Customer Satisfaction towards Steel Furniture in Kasaragod

Prashanth. K.S
Business studies Teacher
Ministry of Education Maldives.

Abstract:- The study was conducted to understand Customer Satisfaction Towards Steel Furniture in Kasaragod, North part of Kerala state, India. Customer Satisfaction is buzzword today, as soon as right here every body the usage of this Customer's Satisfaction is suffering from the importance placed by using the customers on each of the attitudes of the product/service. The minds of customers would be reflected on the preference and selection of brands available in the market. Thus, it is necessary for the manufacturers to evaluate the customers' satisfaction towards branded furniture. The mission of this study is to continue their tradition of customer focused approach providing the best products balancing it with quality and economical price in tune with the wishes and expectation of the customers in this fast-changing global scenario.

Keywords:- Steel Furniture , Customer Satisfaction, Contribution to Steel Industry.

I. INTRODUCTION

The Asian countries have the respective dominance within the manufacturing of the steel all around the international. India is one of the of the quickest developing economies of the world has been considered as one of the capability global metallic hub internationally. When customers pay money to buy a service, he has some minimum expectancies from the transaction. These expectations from the purchase should be met notably, if no longer totally for the customer to grow to be a faithful patron of the service or else competitors will dominate the market that's why I choose to study this topic in one of the district of Kerala which contributed only .27% to Indian steel production in 2002-22. This study gives the reasons and suggestions for the varying numbers of steel production in Kasaragod.

➤ Significance of Study

- Find out the customer satisfaction.
- Product quality and improvements.
- Find out the marketing problems faced by companies.
- Giving specific and dynamic guidance.

➤ Objectives of Study

- To find out the factors affecting the buying of steel furniture
- To study the level of customer satisfaction

➤ Scope of Study

Steel in comparison to other substances of its kind has low production prices. The electricity required for extracting iron from ore is ready 25 % of what is needed for extracting aluminum. Steel is environment friendly as it may be recycled. 5.6 % of element iron is present in earth's crust, representing a cozy raw cloth base. Steel production is 20 instances better as compared to production of all non-ferrous metals put together. Moreover, we can avoid deforestation and environmental pollution if people realize the benefits of steel rather than using wood.

➤ Content Scope

The study is conducted among the domestic manufacturing companies to find out the customer satisfaction and revisit intention.

➤ Geographical Scope

The study is conducted on domestic furniture manufactures in Kasaragod.

II. RESEARCH METHODOLOGY

The sampling units decided on in this have a look at are customers of steel furniture, Kasaragod. A number of 25 respondents are selected for this study. The sampling approach used is Simple Random Sampling Technique. Another method for study was secondary research method, data collection from company's ledger account.

III. DATA ANALYSIS

Table 1 Customer Response towards Steel Furniture

Opinion	Respondents	Percentage
High	30	60
Medium	15	30
Low	5	10
Total	50	100

Source :Primary Data

Table 2 Availability of Steel Furniture Products

Opinion	Respondents	Percentage
Satisfied	30	60
Medium	15	30
Not satisfied	5	10
Total	50	100

Source: Primary Data

Table 3 Satisfaction of Customers with Margin Provided

Opinion	Respondents	Percentage
Satisfied	30	60
Medium	15	30
Not satisfied	5	10
Total	50	100

Table 4 Customer Suggestion to Steel Furniture Manufacturers

Opinion	Respondents	Percentage
Make it innovative	10	20
Reduce price	5	10
Make advertisement	35	70
Total	50	100

IV. FINDINGS

- Through 60% are satisfied efforts should be adopted to review these shops from time to time not only for the stock details but also for the creating a good relationship with them in order to promote the sales of the product.
- 60% of the survey covered is satisfied with margin provided and 10% of the survey covered is not satisfied with the margin.
- Only 20% customers are satisfied with the innovative products
- Discounts or price deductions are very less, only 5 customers responded to it

V. SUGGESTIONS

- The companies should take timely feedback from customers to understand the level of satisfaction, and modification of the product.
- Reduce the price of furniture
- Companies must use capital intensive techniques to benefit from economies of scale

VI. CONCLUSION

India is the second largest producer of crude steel and is expected to end up with high customer satisfaction from customers. Kerala is one of the states where steel productions are varying from 2019 onwards. The presence of more than 50 small and medium metallic manufacturing units in the state has been contributing drastically for the improvement of the state. The business situation in Kerala is rapidly changing due to many reasons. One of the main reasons is customer dissatisfaction because of price and lack of acceptances in rural villages. According to government data Kerala's crude steel production in 2021-22 was 325000 tones. The ultimate objective of study is to satisfy the consumer needs through ensuring the quality. The major suggestions include, the company should take timely feedback from customers to understand the level of satisfaction, and modification of the product and should maintain a healthy relationship with customers.

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