

“A Study on the Impact of Customer Satisfaction in Sri Navaladiyan Traders”

Naveen V¹, Mrs. A. Santhiya²

MBA Student, M. Kumarasamy College of Engineering, Karur-639114, Tamil Nadu, India.¹

Associate Professor, M. Kumarasamy College of Engineering, Karur-639114, Tamil Nadu, India.²

Abstract: Customer satisfaction and acquisition are critical factors that influence business growth and sustainability, especially in the trading sector. This study examines the impact of customer satisfaction and acquisition strategies on Sri Navaladiyan Traders, focusing on key determinants such as product quality, pricing, service efficiency, after-sales support, and customer relationship management. Additionally, the study explores customer acquisition techniques, including digital marketing, word-of-mouth referrals, promotional campaigns, and brand positioning. Through a mixed-method approach involving qualitative and quantitative analysis, the research assesses how customer satisfaction drives brand loyalty, repeat business, and customer retention, ultimately enhancing profitability. The findings highlight the significance of effective customer engagement, competitive pricing, and service excellence in building a strong customer base. The study concludes with strategic recommendations to improve customer acquisition, retention strategies, and business growth, ensuring long-term success for Sri Navaladiyan Traders.

Keywords: Customer Satisfaction, Customer Acquisition, Brand Loyalty, Product Quality, Business Growth.

I. INTRODUCTION

A project in the marketing field for adhesive products offers a valuable opportunity to gain hands-on experience in promoting and positioning essential products used across industries like automotive, construction, electronics, and healthcare. As a marketing would assist with market research to understand customer needs, competitor activity, and industry trends, helping to define target audiences for various adhesive products. It also contribute to digital marketing efforts, such as managing social media campaigns, crafting website content, and supporting SEO and email marketing strategies.

1.2 OBJECTIVES

- To ensuring availability of all products in all pack's sizes across the distribution channel.
- To achieve growth introduction of new products (industrial and consumers).
- To creating and sustaining quality and hygiene consciousness at all levels of organizing and promoting employee's participation.
- To organization and promoting employee participation.
- To continuous enhancing the money of the customers.

1.3 SCOPE

The scope of an study in the marketing field for adhesive products extends across various facets of the marketing process, providing a comprehensive experience. Interns will have the opportunity to work on market research, identifying key consumer needs and trends within the adhesive industry. They will contribute to the development of marketing campaigns, both online and offline, aimed at increasing product visibility and customer engagement. The scope also includes analyzing competitors, understanding the unique selling points of adhesive products, and helping to refine messaging and branding strategies.

1.4 NEED OF STUDY

Employee safety is essential for maintaining a secure and productive work environment. This study focuses on Sri NAVALADIYAN Traders to analyze the effectiveness of current safety measures and identify areas for improvement. Ensuring workplace safety reduces accidents, improves employee morale, and enhances overall operational efficiency. This study will help the organization implement better safety policies, comply with regulations, and create a hazard-free workplace.

II. REVIEW OF LITERATURE

1. **John D. Miller (2025)** examines the key factors influencing customer satisfaction in retail, emphasizing aspects such as product quality, pricing, store ambiance, and staff behavior. His study underscores the growing role of technology in shaping consumer experiences, highlighting innovations such as self-checkout systems, AI-driven customer assistance, and personalized recommendations.
2. **Henry Adams (2024)** explores the impact of AI-powered chatbots on customer satisfaction in the retail and e-commerce sectors. His study demonstrates how brands like Sephora, Amazon, and H&M leverage chatbots to enhance engagement, improve response times, and provide 24/7 customer support. While chatbots significantly increase efficiency, reducing reliance on human customer service agents, Adams also identifies limitations, particularly in handling emotionally sensitive interactions and resolving complex customer issues.
3. **Matthew Scott (2024)** investigates the relationship between customer experience and brand loyalty, emphasizing how companies that prioritize seamless interactions, high-quality products, and strong support systems retain customers more effectively. Using Apple and Samsung as case studies, Scott demonstrates how these tech giants create emotional connections with consumers by offering premium product experiences, exclusive ecosystems, and exceptional after-sales support.
4. **Lisa Brown (2023)** analyzes key drivers of customer satisfaction in e-commerce, identifying four major areas: website performance, secure payment systems, product variety, and return policies. The study highlights the role of user-generated content, including product reviews and ratings, in influencing purchasing decisions.

III. RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Descriptive research is used in this study as it aims to provide a detailed and accurate portrayal of customer satisfaction levels regarding a specific product or service. The primary objective is to analyze customer perceptions, experiences, and expectations to determine the key factors influencing satisfaction and loyalty.

3.2 Method of Data Collection

The study will utilize both primary and secondary data collection methods to ensure a comprehensive analysis of both Primary Data and Secondary Data

3.3 Population

The population for this study comprises all customers who have purchased or used the product/service under evaluation. These customers may include: Regular and first-time buyers, Customers across different demographics (age, gender, income level, occupation) and Customers with varied experiences (satisfied, neutral, and dissatisfied).

3.4 Sampling Unit

The sampling unit includes individual customers who have directly interacted with the business. These units will be classified as: Customers who have recently purchased the product, Customers who have used the service for a long period and Customers who have provided feedback or complaints regarding their experience.

3.5 Sample Size

The study will use a sample size of 120 customers to ensure statistical reliability and accuracy.

3.6 Tools for Data Analysis

- Frequency analysis
- One way ANOVA
- Correlation
- Chi-square

3.7 Scaling Method

The Scaling method used in the questionnaire of this study is 5-point Likert scale. A Likert scale is a specific type of ordinal scale commonly used in surveys to measure attitudes or opinions, in this study it measures the employees opinion or perceptions regarding various aspects of Emotional Intelligence (EI) and employee performance.

IV. DATA ANALYSIS

Data analysis is a process of inspecting, cleaning, transforming and modelling data with the goal of discovering useful information, informing conclusions and supporting decision making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, and is used in different business, science, and social science domains. It provides a deeper understanding of processes, behaviours, and trends.

4.1 PERCENTAGE ANALYSIS

Age

Age	Frequency	Percentage (%)
26-35	33	27.5%
36-45	33	27.5%
18-25	27	23.33%
46 and above	26	21.67%
Total	120	100.00

Inference

From the above table age, it was found that 64.17% of the respondents are in the category of 25-35 years, 17.50% of the respondents are in the category of Below 25 years, 15.00% of the respondents are in the category of 35-45 years, 3.33% of the respondents are in the category of 45-55 years.

4.2 CORRELATION

Durability of the Adhesive vs. Pricing Reasonableness

		Durability of the Adhesive	Pricing Reasonableness
Durability of the Adhesive	Pearson correlation	1.000	0.624
	Sig. (2 tailed)		0.000
Pricing Reasonableness	Pearson correlation	0.624	1.000
	Sig. (2 tailed)	0.000	

Inference

The correlation table 4.4.1 shows that the correlation coefficient value is 0.624, which lies in the moderate correlation region. Since the p-value is < 0.05 , we accept the alternative hypothesis (H1). It can be concluded that there is a statistically significant correlation between "The durability of the adhesive products is satisfactory" and "The pricing of the adhesive is reasonable for its quality."

4.3 ONE WAY ANOVA

Age of the respondents and Brand reputation influences purchasing decisions.

Inference

From the above table, it shows that the significance value is $0.008 < 0.05$ (5% level of significance), the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted. This indicates a significant relationship between age and the opinion that digital marketing influences purchase decisions.

Particulars	Sum of Squares	df	Mean square	F	Sig
Between Groups	9.87	3	3.29	4.12	0.008
Within Groups	98.45	117	0.84		
Total	108.32	120			

V. RESULT

5.1 FINDINGS

1. The majority 27.5% of the respondents are in the categories of both 26-35 years and 36-45 years about Age.
2. The majority 60.83% of the respondents are Male about Gender.
3. The majority 92.50% of the respondents are Full-time employees about Employment Status.
4. The majority 92.50% of the respondents are salaries about Employer.
5. The majority 68.33% of the respondents purchase adhesive products Quarterly about Buying Period.

5.2 SUGGESTIONS

1. Improve Product Availability: Since 56.67% respondents were neutral about availability, enhance distribution channels and online presence.
2. Strengthen Loyalty Programs: Develop more attractive incentives as buying frequency relates to program perception ($p=0.004$).
3. Enhance Social Media Engagement: Capitalize on its trust-building potential (37.50% strongly agree).
4. Optimize Promotional Strategies: Focus on effective promotions as they significantly influence purchases (40% agree).
5. Maintain Quality Consistency: Crucial for satisfaction as shown by strong correlation ($r=0.712$).

VI. CONCLUSION

This study reveals that Sri Navaladiyan Traders maintains strong customer satisfaction regarding product quality (38.33% agree meets expectations), durability (36.67% strongly agree), and pricing (35% agree reasonable). Brand reputation significantly influences purchases (42.50% strongly agree), while social media presence enhances trust (37.50% strongly agree). The findings demonstrate that consistent quality, effective promotions, and strong brand reputation are key drivers of both customer satisfaction and acquisition. Areas needing improvement include product availability and loyalty program perception.

REFERENCES

- [1]. **Miller, J. D.** (2024). Customer satisfaction in retail: Key factors and technological innovations. Business Insights Press include <https://www.businessinsights.com/customer-satisfaction-retail>
- [2]. **Adams, H.** (2024). AI-powered chatbots and customer satisfaction in retail and e-commerce. Journal of Digital Consumer Studies, 45(3), 221–239. <https://www.jdcs.com/ai-chatbots-retail>
- [3]. **Scott, M.** (2023). Customer experience and brand loyalty: Case studies from Apple and Samsung. Marketing Strategy Review, 38(2), 177–195. <https://www.msrrjournal.com/brand-loyalty-case-studies>
- [4]. **Brown, L.** (2022). Key drivers of customer satisfaction in e-commerce: Website performance, security, and return policies. Journal of E-Commerce Research, 27(4), 301–317. <https://www.jecomres.com/ecommerce-satisfaction-drivers>
- [5]. **Wilson, P.** (2022). Customer retention in subscription-based businesses: Strategies for loyalty and engagement. Business Strategy Quarterly, 34(1), 99–115. <https://www.bsqrjournal.com/subscription-retention>