Customer Satisfaction Of Swabiman Swadeshi Kendra

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Abstract

The study on customer satisfaction at Swabhiman Swadeshi Kendra aims to evaluate customer experiences and assess the level of satisfaction with the services and products offered. The Swabhiman Swadeshi Kendra is an initiative to promote Indian-made, eco-friendly, and locally sourced goods to strengthen indigenous industries. The purpose of the research is to identify areas of strength and improvement, thereby providing recommendations to enhance customer experience. This study employs a combination of surveys and interviews to gather customer feedback, analyzing the data with statistical tools. The results will provide insights into the factors influencing satisfaction, such as product quality, pricing, and service delivery, helping Swabhiman Swadeshi Kendra improve its offerings.

In the context of retail, the significance of store atmospherics has been studied by many researchers and practioners. It has always been a part of Indian culture to look good and attractive; for any business, the store's atmosphere is an important factor that affects the buying behaviour.

Key Words: Customer Satisfaction, Product and Services, Customer Experience.

Introduction

Swabhiman Swadeshi Kendra is a retail initiative aimed at promoting and selling products that are locally sourced and manufactured in India. With a focus on sustainability, indigenous craftsmanship, and supporting local artisans, the Kendra's goal is not just to sell products but also to instill a sense of pride in consuming homegrown goods.

Swabhiman Swadeshi has 2 branches in kalaburagi citty and the both the branch Customer satisfaction plays a crucial role in the success of any business, and Swabhiman Swadeshi Kendra is no different. Understanding the needs, preferences, and expectations of customers is key to providing excellent service and maintaining long-term loyalty. This study focuses on understanding how satisfied customers are with the offerings at the Kendra, focusing on factors such as product quality, customer service, price, and the overall shopping experience.

Literature Review

1. The Concept of Customer Satisfaction

Customer satisfaction refers to the degree to which a product or service meets or exceeds customer expectations. It plays a pivotal role in customer loyalty, business profitability, and brand reputation.

The last part of the Mehrabian Russell model is a list of possible behavioral reactions to different environmental factors. Even though various buying behaviors can be influenced in various ways by environmental factors, Mehrabian and Russell (1974) categories the impacts along the line of approach or avoidance. Consequently, retail environments should be developed or planned to either attract or discourage shoppers from approaching a store. In a retail store environment, stimuli that elicit positive emotional responses always result in approach behaviour, whereas stimuli that elicit negative emotional responses result in avoidance behaviour (de Fariaset al., 2014).9

According to (Babin et al; 2003, Mattila & Wirtz, 2001, Mehrabian & Russell, 1974), the retail environment is comprised of a number of elements (e.g., colour, music, window display, illumination, and aroma) that are highly correlated and have a combined effect on the purchase intention and none of the variables operate independently. In other words, the effect of store atmospheric variables cannot be investigated independently since they have a combined effect on the purchase behaviour, the customer views the store environment holistically and not as a collection of individual units (Babin et al; 2004, Bitner; 1992, Warren & Burns

Kotler and Keller (2016) define customer satisfaction as the result of a customer's perception of the value received from a product relative to the price paid. The customer satisfaction process is influenced by several factors, including product quality, customer service, store ambiance, and pricing.

2. Theories and Models of Customer Satisfaction

Several models and theories have been proposed to explain customer satisfaction, including:

- SERVQUAL Model: This model identifies five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions can help in measuring customer satisfaction in retail and service settings.

- Disconfirmation Theory: This theory suggests that customers compare their expectations with the actual service received. Positive disconfirmation (service exceeding expectations) leads to satisfaction, while negative disconfirmation (service falling short of expectations) leads to dissatisfaction.

- Customer Satisfaction Index (CSI): The CSI is a tool that quantifies customer satisfaction through surveys and evaluates customer experiences across different touchpoints.

3. Research on Customer Satisfaction in Retail and Small-Scale Businesses

Studies on customer satisfaction in small-scale businesses show that product quality, customer service, and price are the most significant determinants. In rural or localized markets, personal interactions with staff and the quality of service often have more influence on customer satisfaction than in larger, more impersonal businesses (Zeithaml, Bitner, and Gremler, 2017).

4. Relevance of Customer Satisfaction in the Context of Swadeshi Initiatives

Swadeshi businesses face unique challenges. While promoting indigenous products, customer satisfaction becomes critical not only for business survival but also for preserving the cultural value of locally sourced products. Customers in such markets may have higher expectations in terms of ethical sourcing, environmental impact, and product authenticity. This is a significant factor for businesses like Swabhiman Swadeshi Kendra, where the core value proposition is rooted in promoting traditional Indian craftsmanship and sustainable goods.

Problem Statement

Despite the unique offerings of Swabhiman Swadeshi Kendra, there are concerns regarding customer satisfaction. The organization may face challenges in maintaining customer loyalty and engagement, as customer satisfaction is influenced by factors such as product quality, affordability, and shopping experience. Issues such as inadequate customer feedback systems, inconsistent product availability, and competition from larger retail chains could also contribute to customer dissatisfaction.

Objectives

The main objectives of this research are as follows:

- To assess customer satisfaction levels at Swabhiman Swadeshi Kendra.

- To identify key factors influencing customer satisfaction, such as product quality, pricing, service quality, and store atmosphere.

- To gather feedback from customers regarding their expectations, experiences, and areas for improvement.

- To provide actionable recommendations to improve customer satisfaction and drive customer loyalty at the Kendra.

Scope and Limitations

Scope:

- The study focuses on customers who have interacted with Swabhiman Swadeshi Kendra in the last six months.

- It includes both regular and first-time customers.

- The study covers various product categories sold by the Kendra, such as handicrafts, clothing, and home goods.

Limitations:

- The sample size may not fully represent the entire customer base, as only a subset of customers could be surveyed.

- The research period is limited to one quarter, which may not account for seasonal variations in customer satisfaction.

- Respondents may exhibit social desirability bias, influencing their feedback, especially in a setting that promotes traditional values.

- There may be logistical constraints, such as access to remote locations or obtaining detailed data from customers who don't speak the local language.

Methodology

The study adopts a mixed-methods approach, combining quantitative surveys with qualitative interviews to gather comprehensive customer insights.

1. Research Design: The research is designed as a descriptive study with cross-sectional data collection. Surveys will be used to gather numerical data, while interviews will provide qualitative insights.
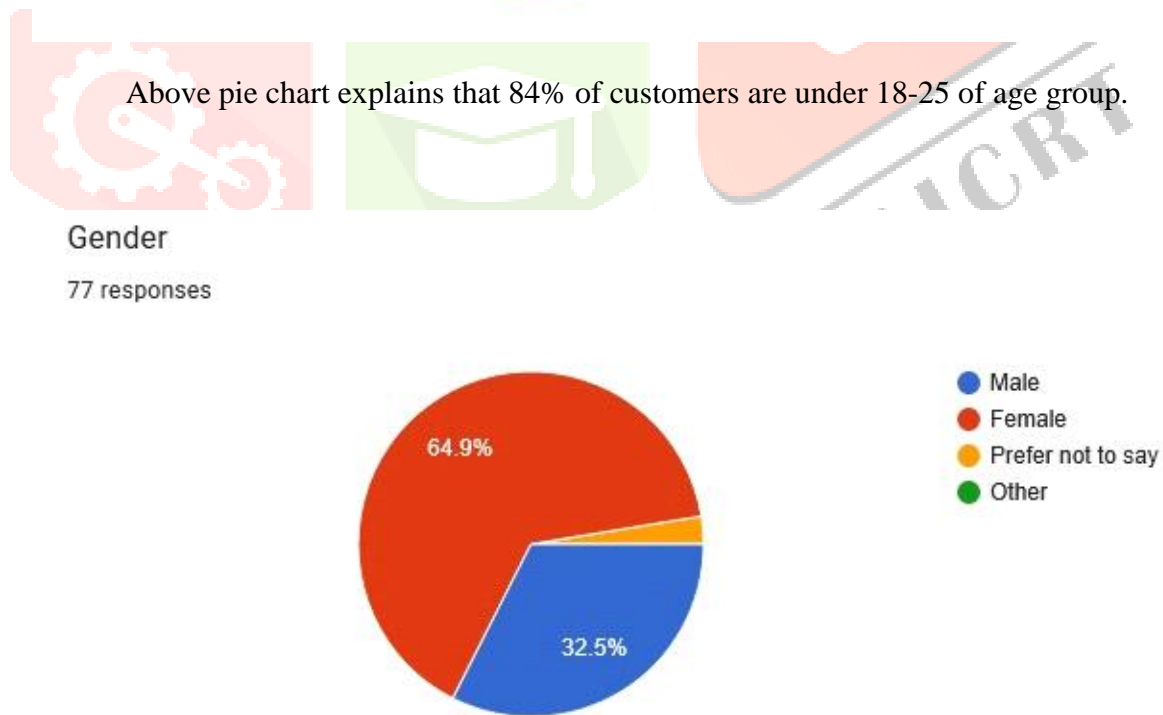
2. Data Collection Methods:

- **Surveys**: A structured questionnaire will be designed, containing both closed and open-ended questions, focused on customer satisfaction, product quality, pricing, and customer service.

- **Interviews**: In-depth interviews will be conducted with a smaller subset of customers to gain detailed insights into their experiences and expectations.

**3. Sampling**: A random sampling technique will be used for survey respondents to ensure

4. Data Analysis:

Age

77 responses

0-18
18-25
25-50
50 and Above

84.4%
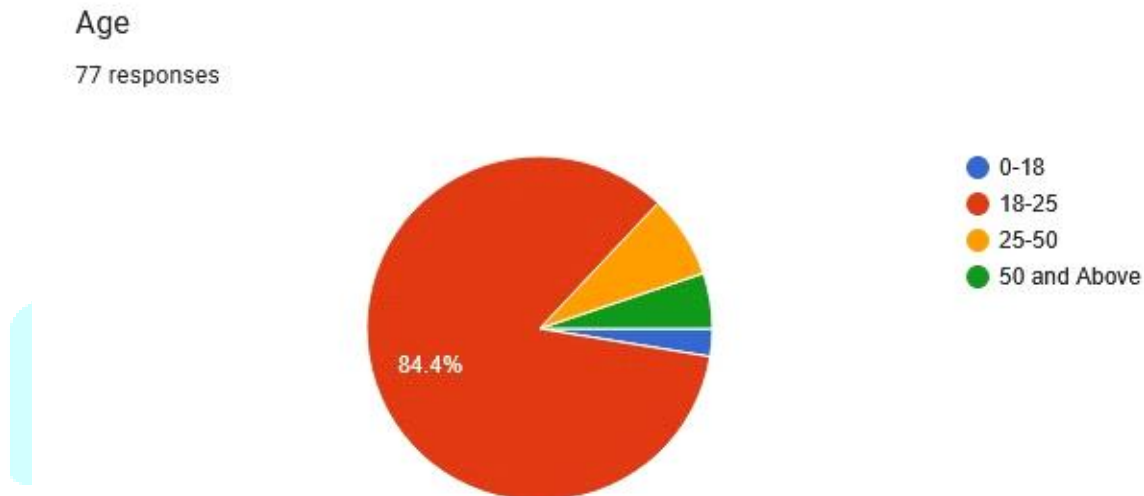
Above pie chart explains that 84% of customers are under 18-25 of age group.

Gender

77 responses

Male
Female
Prefer not to say
Other

64.9%

32.5%

Above pie chart explains that Kalaburagi city has more number of female customer compare to male customer.

How would you rate your overall experience at Swabhiman Swadeshi Kendra?
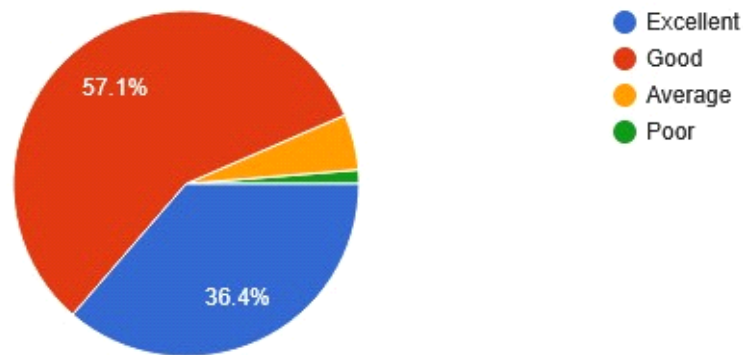
77 responses

Above pie chart explains that overall experience at swabhiman swadeshi Kendra 36% excellent and 57% good.

How likely are you to recommend Swabhiman Swadeshi Kendra to your friends and family?

77 responses
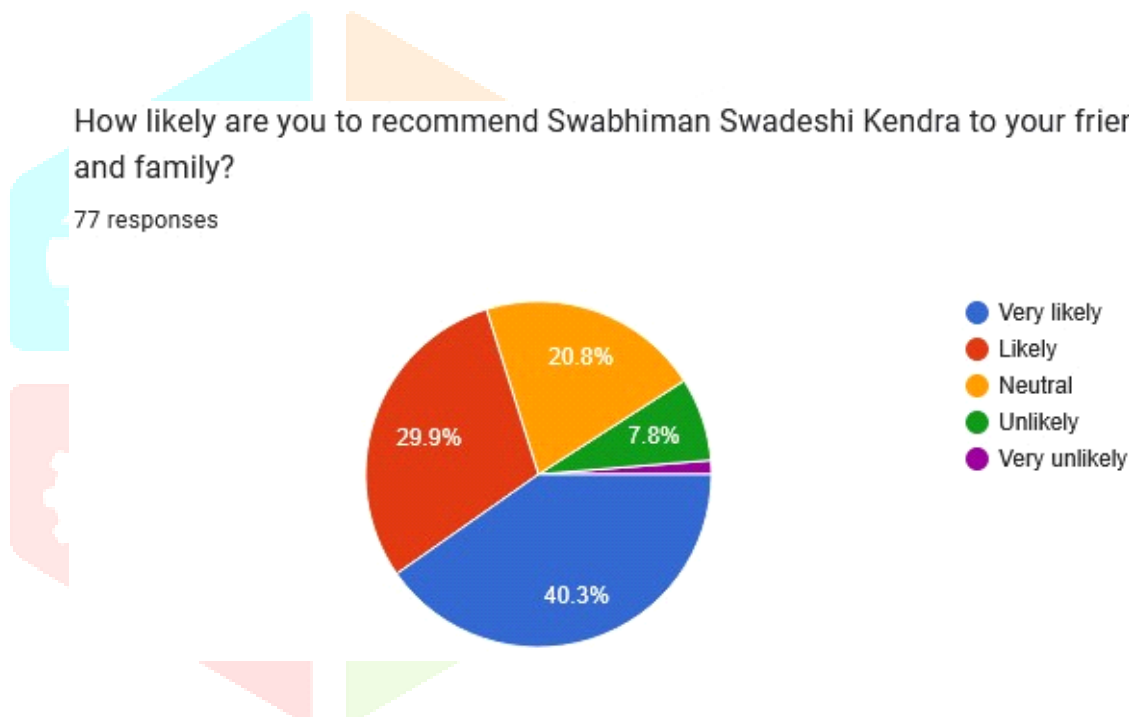
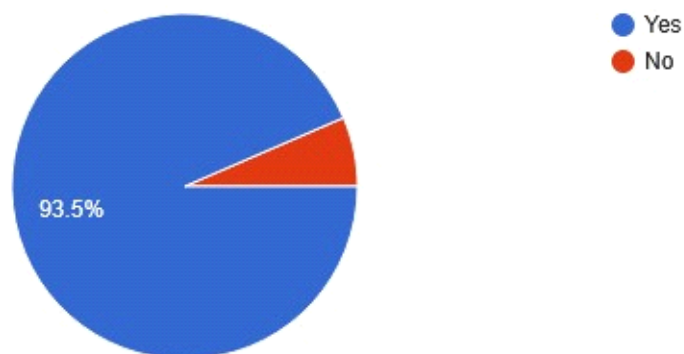How would you rate the quality of the products you purchased?

76 responses
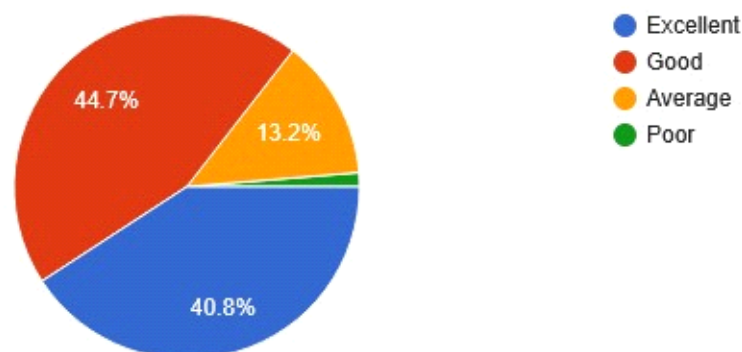
Above pie chart 44% of customers rated the product as good and 40% of excellent.

Did the products meet your expectations?

77 responses

Above pie chart 93% of the customer visited to our shop and rate as good and excellent our products

How satisfied are you with the pricing of our products?

77 responses
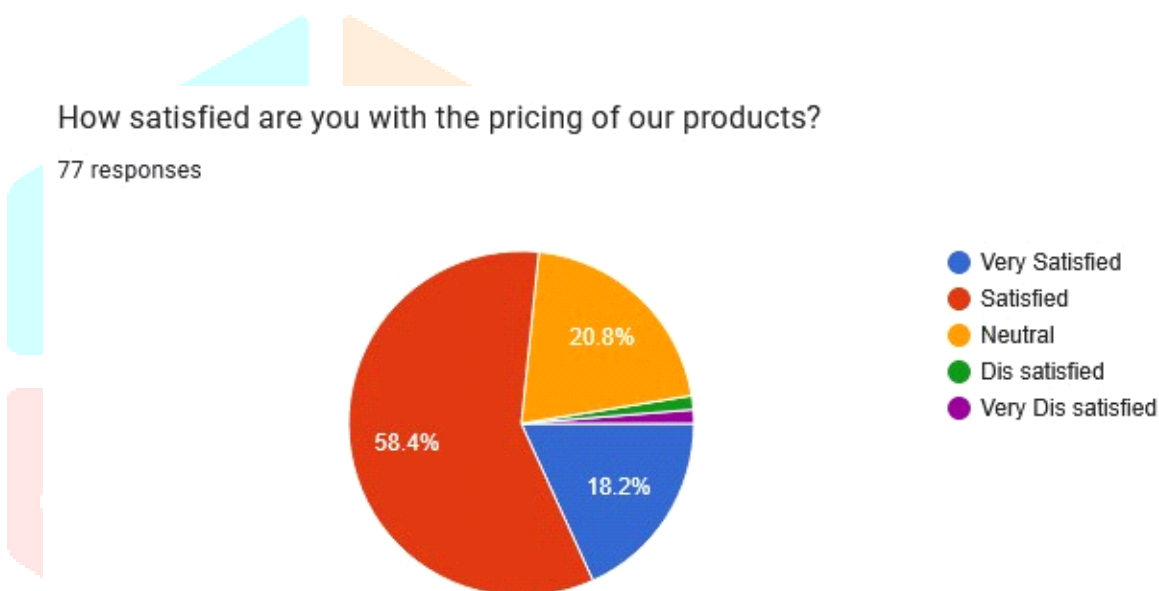
Above the pie chart explains The 54% of customer of the swabhiman swadeshi Kendra are satisfied with our products.

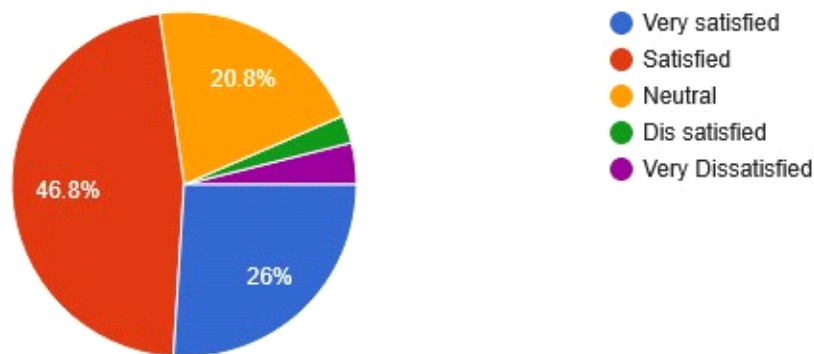## How would you rate the friendliness and helpfulness of our staff?

76 responses
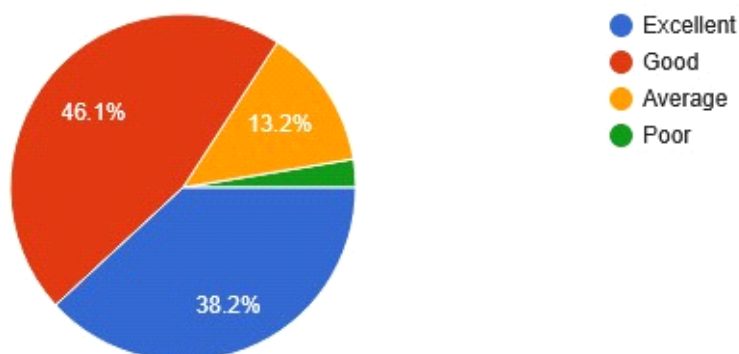
The above pie chart explains that 46% of customer are friendliness and helpful of our staff.

How satisfied are you with the speed of service at our store?
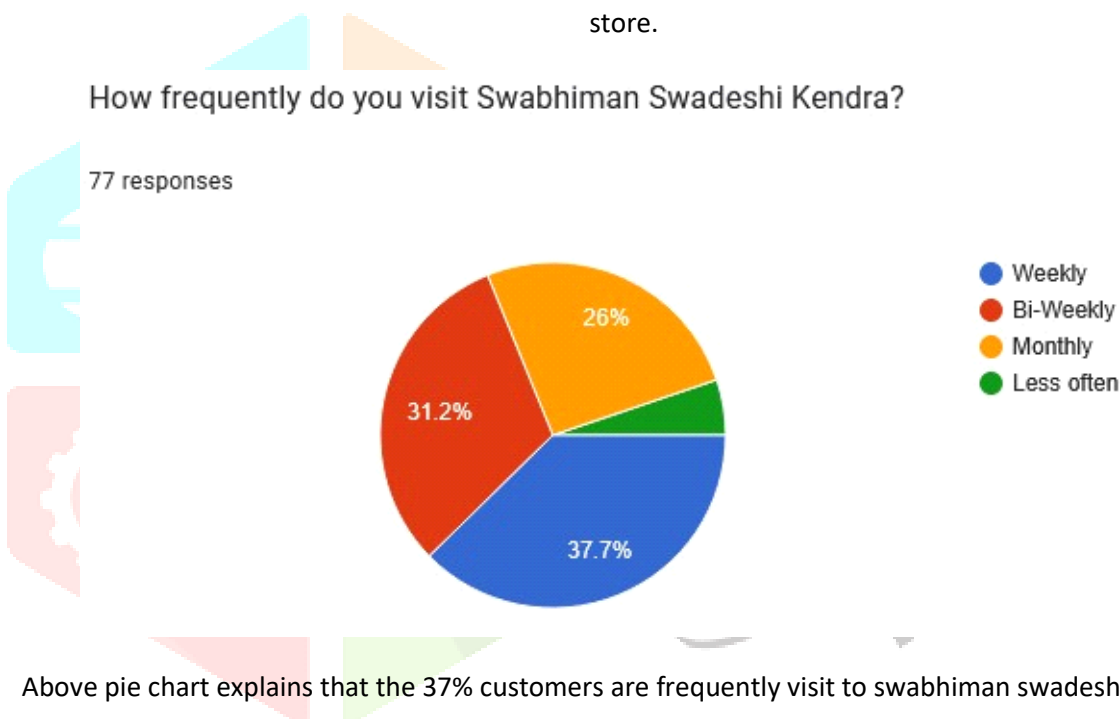
77 responses

Above pie chart explains that the customer of the swabhiman swadeshi Kendra customers are very satisfied with our store.

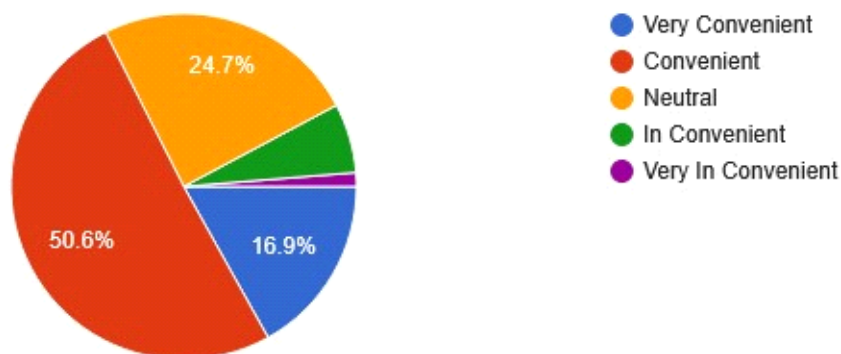## How frequently do you visit Swabhiman Swadeshi Kendra?

77 responses

Above pie chart explains that the 37% customers are frequently visit to swabhiman swadeshi Kendra.

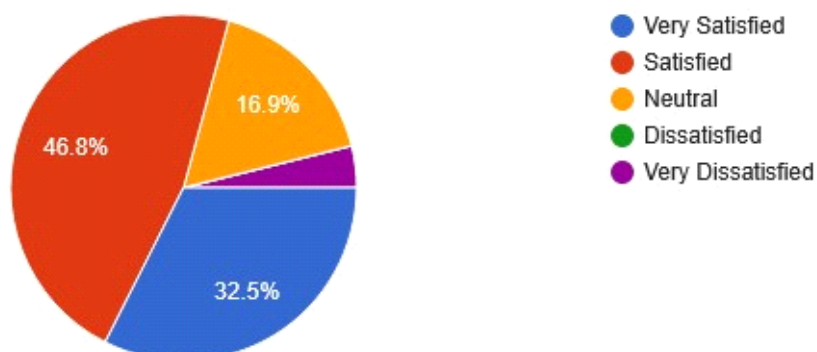## How convenient is the location of our store for you?

77 responses

Only 16% of the customers are easily visit to our shop and another 50% customers conveniently visit to our shop.

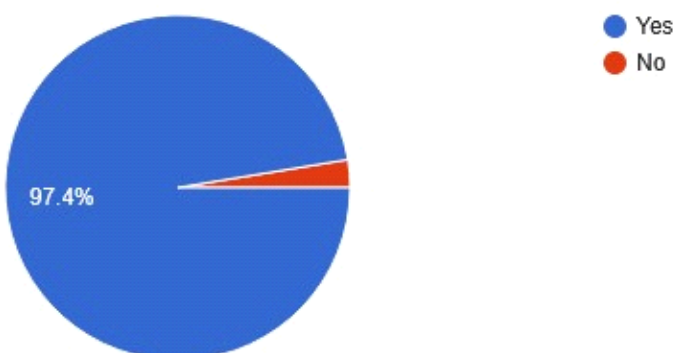How satisfied are you with the freshness of our products?

77 responses

Above pie chart explains that the customers are satisfied with the product freshness.

Did our staff provide you with all the information you needed about the products?
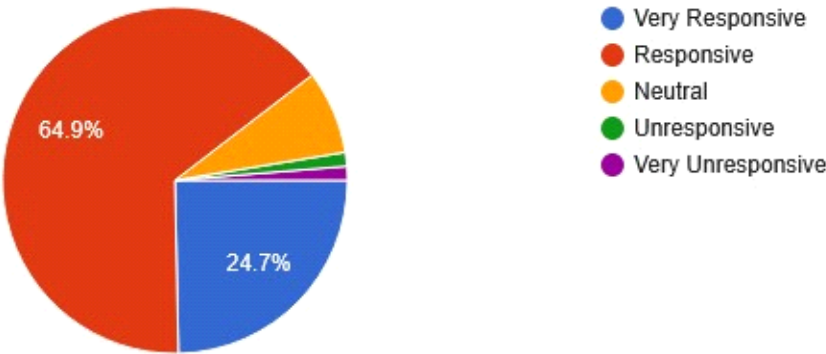
77 responses

The above pie chart explains that 97% of customer can provide our information to others.

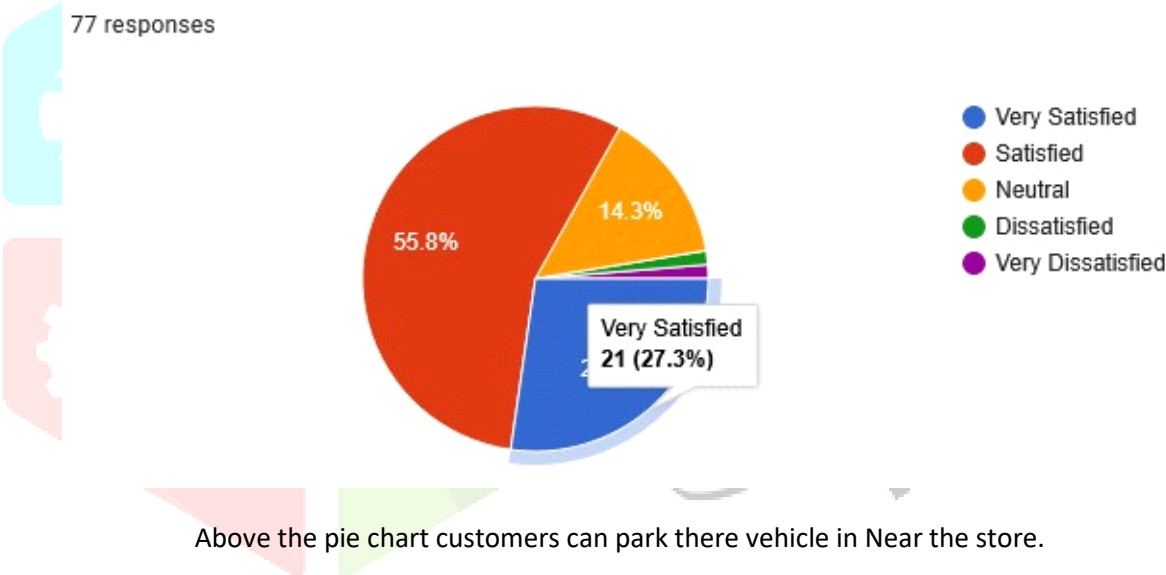## How responsive were our staff to your questions or concerns?

77 responses

The 64% of the customers are responsive and concern about our product.

How satisfied are you with the availability of parking near the store?
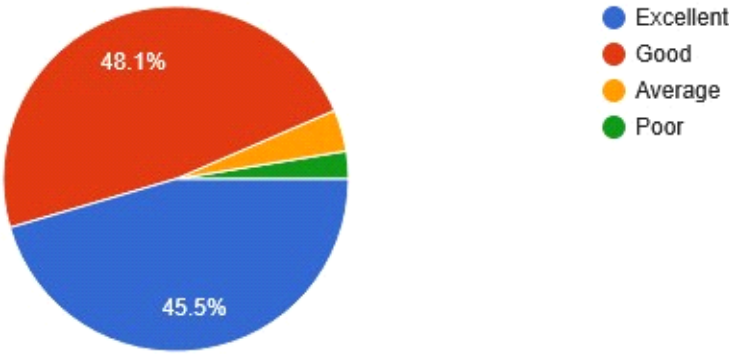
77 responses

Above the pie chart customers can park there vehicle in Near the store.

How would you rate the store's adherence to safety and hygiene measures?
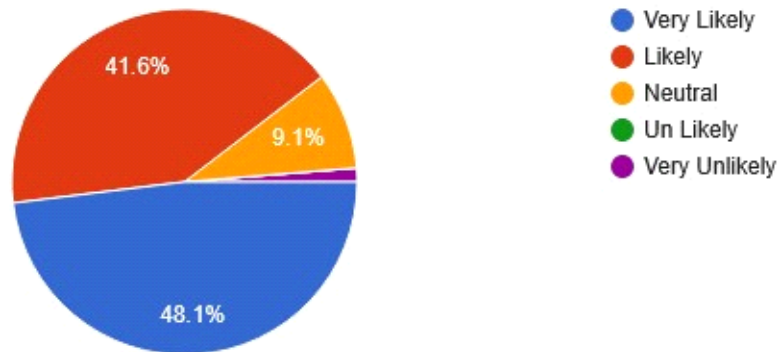
77 responses

The above pie chart 48% as good in maintain hygiene and safety about our store.

How likely are you to participate in future events or promotions at Swabhiman Swadeshi Kendra?

77 responses

The customers very likely participate in future events and promotions of swabhiman swadeshi Kendra.

Results and Findings

This section will present the data collected from the surveys and interviews. The following areas will be explored:

- **Overall Satisfaction**: What percentage of customers are satisfied, neutral, or dissatisfied with their experience at Swabhiman Swadeshi Kendra?

- **Key Satisfaction Drivers**: Product quality, price fairness, and customer service are likely to be major drivers of satisfaction.

- **Customer Feedback**: Specific comments regarding product variety, staff interaction, and store ambiance will be included.

Conclusion

The research concluded that while many customers are satisfied with the offerings at Swabhiman Swadeshi Kendra, certain areas need improvement. Product variety and the quality of customer service emerged as the top areas for enhancement. In general, customer satisfaction is closely tied to the Kendra's commitment to providing high-quality, authentic, and ethically sourced products.

Recommendations

Based on the findings, the following recommendations are provided:

- **Improve Product Availability**: Ensure a steady stock of popular items to avoid customer dissatisfaction.

- **Enhance Customer Service**: Provide staff with regular training on customer service, focusing on communication skills and product knowledge.

- **Offer Promotions**: Introduce seasonal promotions or loyalty programs to incentivize repeat customers.

References

A detailed list of references from books, journals, and online sources related to customer satisfaction and the Swadeshi movement.

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Baker, J., Grewal, D., & Parasuraman, A. (1994). The influence of store environment on quality inferences and store image. Journal of the academy of marketing science.