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A Study On Customer Satisfaction In Electro Steel Castings Limited, Srikalahasthi.

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Abstract:

Customer satisfaction is a critical determinant of business success, especially in the competitive manufacturing sector. This study examines customer satisfaction at Electro steel Castings Limited, Srikalahasthi, a key player in the foundry and ductile iron products industry. The research aims to identify the factors that influence customer perceptions, expectations, and loyalty toward the company's products and services. Data were collected using structured questionnaires distributed to a sample of the company's customers, complemented by interviews with sales and after-sales personnel. The analysis focuses on product quality, delivery performance, pricing, technical support, and overall service responsiveness.

Keywords: Customer Satisfaction, Customer Loyalty, Product Quality, Service Quality.

INTRODUCTION:

Customer satisfaction occurs when the experience obtained from transaction match expectation. Customer may forget experience that match expectation although, customers generally notice and also remember those experience that deviated from expectation. "A provision of goods or services which fulfill the customer's expectations in terms of quality and services, in relation to price.

Customer satisfaction is the to success. Getting your customer to tell you What's good about your products or services, and where you need improvement Helps you to ensure that your business measures up to their expectations. The Attached file contains a customer satisfaction survey form designed to help gather. This important information. It was designed to make it easy for customer to fill out and to make it easy for you to quickly customize to exactly match your company activities.

REVIEW OF LITERATURE:

1. **Mittal et al. (2023)**, in their study *Customer Satisfaction, Loyalty Behaviors, and Firm Financial Performance*, explained that customer satisfaction has a strong positive effect on customer loyalty. They also stated that loyal and satisfied customers help improve a firm's financial performance over time.
2. **Darwin, Rianto, and Rianto (2025)**, in *Literature Review: Factors Affecting Customer Satisfaction and Customer Loyalty*, found that service quality, fair pricing, and customer trust are the main factors that influence customer satisfaction and help in building long-term loyalty.
3. **Evangelista (2025)**, through *Customer Satisfaction: A Systematic Literature Review*, stated that product quality, service delivery, and overall customer experience are the most important elements affecting customer satisfaction across different industries.
4. **Bhala and Bedi (2024)**, in *Customer Satisfaction Construct: Review and Bibliometric Study*, highlighted that customer satisfaction has become a central concept in marketing research and that studies on this topic have increased rapidly in recent years.
5. **Banks and Bank Systems Journal (2025)**, in the article *Assessing the Customer Experience Quality and Customer Loyalty*, reported that service reliability, responsiveness, and assurance play a vital role in improving customer satisfaction and loyalty.

OBJECTIVES OF THE STUDY:

- To evaluate the level of customer satisfaction with the services provided by Electro steel Castings Ltd
- To analyze the purchasing of ECL in comparison with competitive brands.
- To study the effectiveness of promotion in creating business awareness
- To identify the key factors that influence customer satisfaction towards Electro steel Castings Ltd products and services.

NEED FOR THE STUDY:

The study is needed to understand the level of customer satisfaction towards Electro steel Castings Limited. It helps to know customers' opinions about product quality, price, delivery system, and after-sales service. The study also helps the company identify problem areas, improve services, increase customer loyalty, and stay competitive in the market.

SCOPE OF THE STUDY:

The scope of the study is limited to customers of Electro steel Castings Limited in Chittoor District. It focuses on analyzing factors that affect customer satisfaction, identifying areas for improvement, and suggesting corrective measures to improve overall customer satisfaction and company performance.

METHODOLOGY OF THE STUDY

Data Source

RESEARCH DESIGN: Descriptive Research

Data Source:

Primary data: Primary data was collected through questionnaires using the survey method.

Secondary data:

It is gathered from Electro steel castings, website, Magazine book.

Sampling Method: Convenience Sampling method

As per the formula of finite population i.e 150 of selected customers randomly

$$n = N / (1 + N(e^2))$$

$$n = \text{Sample size (109)}$$

$$N = \text{Population (150)}$$

$$e = \text{Error (margin of error) 0.05}$$

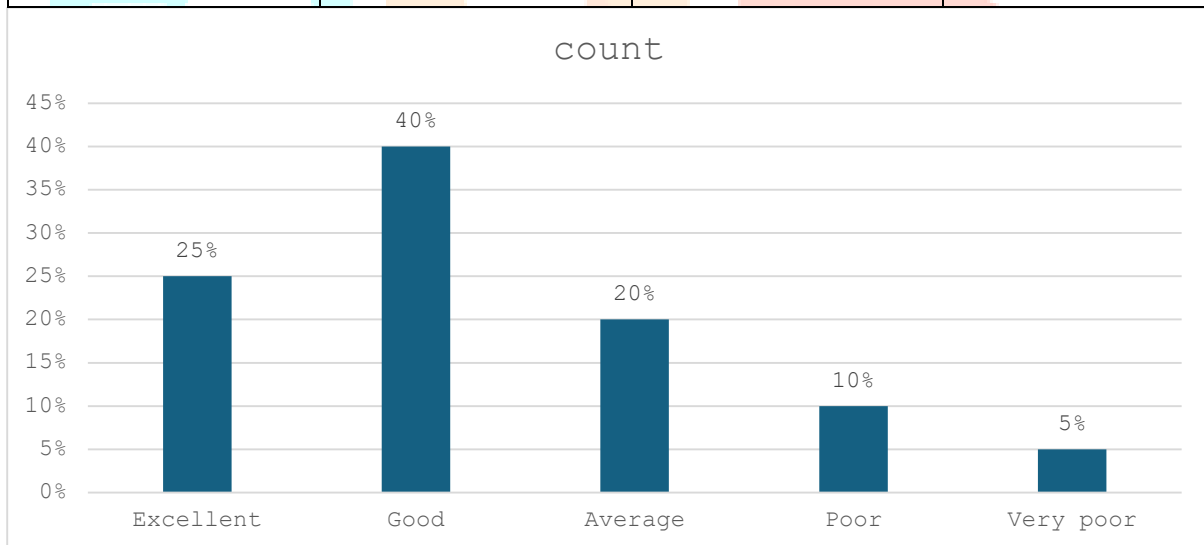
Sample size: 109

Limitations of the study:

- The time factor is limited
- The sample is 100 when compared to the total population
- Confidentiality issues limit in-depth research
- The answers provided by respondents may not be fair or inaccurate

DATA ANALYSIS & INTERPRETATION:**HOW WOULD YOU RATE SALES TEAM PROFESSIONALISM**

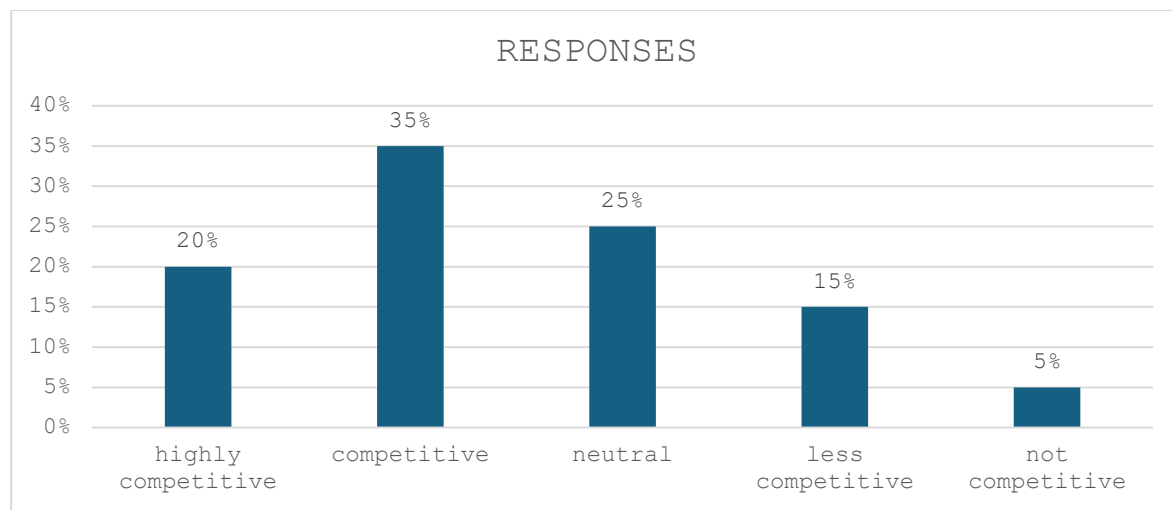
S.NO	Rating	count	percentage
1	Excellent	28	25%
2	Good	43	40%
3	Average	21	20%
4	Poor	11	10%
5	Very poor	6	5%
TOTAL		109	100%



INTERPRETATION: The "Positive Core": A combined 65% of respondents rated the team as either "Excellent" or "Good." This suggests that the baseline for behavior, product knowledge, and etiquette is well-established.

HOW COMPETITIVE ARE THE PRICES COMPARED TO OTHERS COMPANIES

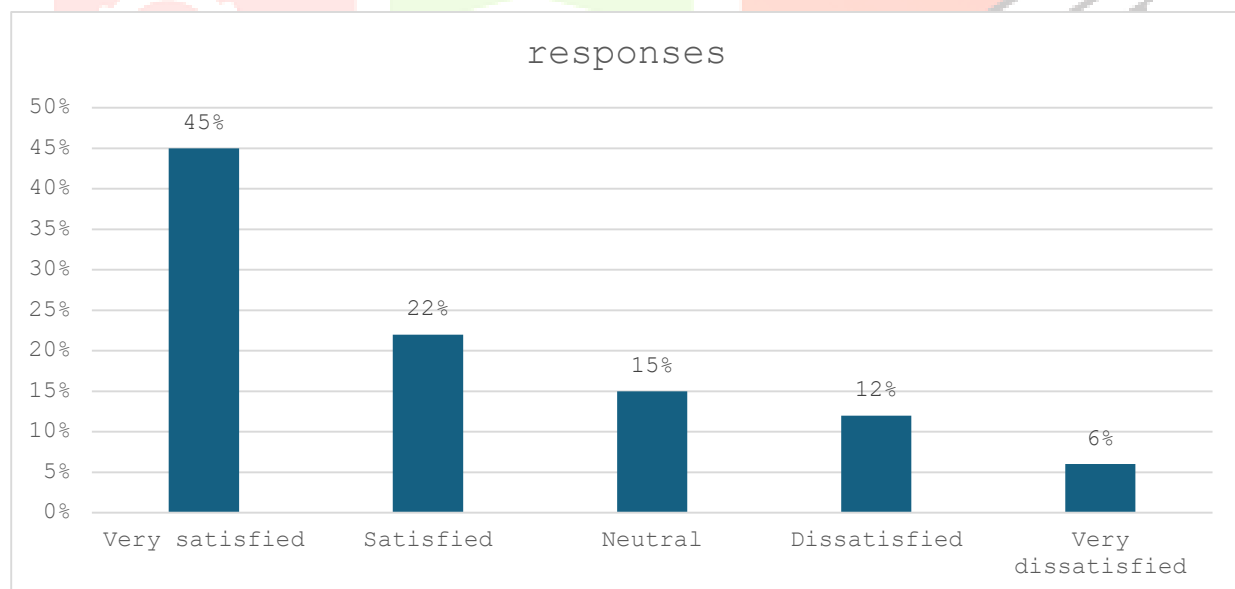
S.NO	COMPETATIVENESS LEVEL	RESPONSES	PERCENTAGE
1	highly competitive	22	20%
2	competitive	38	35%
3	neutral	27	25%
4	less competitive	16	15%
5	not competitive	6	5%
TOTAL		109	100%



INTERPRETATION: Competitive Advantage (55% Positive): Over half of the respondents (55%) consider the pricing to be either "Competitive" or "Highly competitive." This suggests that for a majority of the market, the price point aligns well with or undercuts the value provided by alternatives.

HOW SATISFIED ARE YOU WITH DISCOUNTS/OFFERS

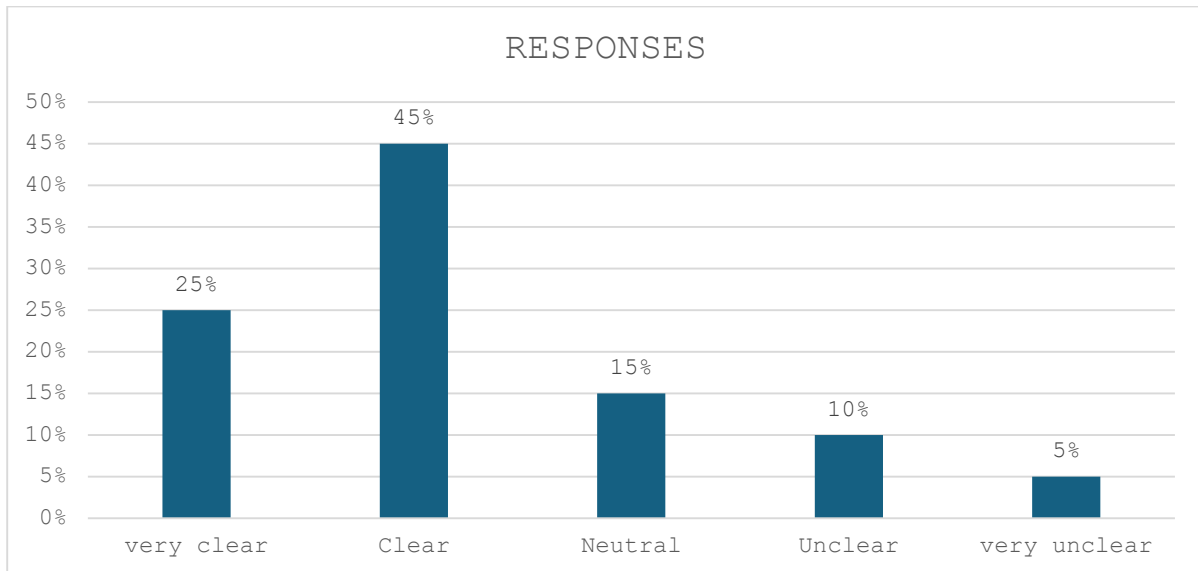
S.NO	Satisfaction level	responses	percentages
1	Very satisfied	49	45%
2	Satisfied	24	22%
3	Neutral	16	15%
4	Dissatisfied	13	12%
5	Very dissatisfied	7	6%
Total		109	100%



INTERPRETATION: The satisfaction level of respondents. Out of 100 respondents, 45% are very satisfied and 22% are satisfied, indicating that a majority (67%) of customers have a positive satisfaction level.

HOW CLEAR IS PRODUCT DOCUMENTATION

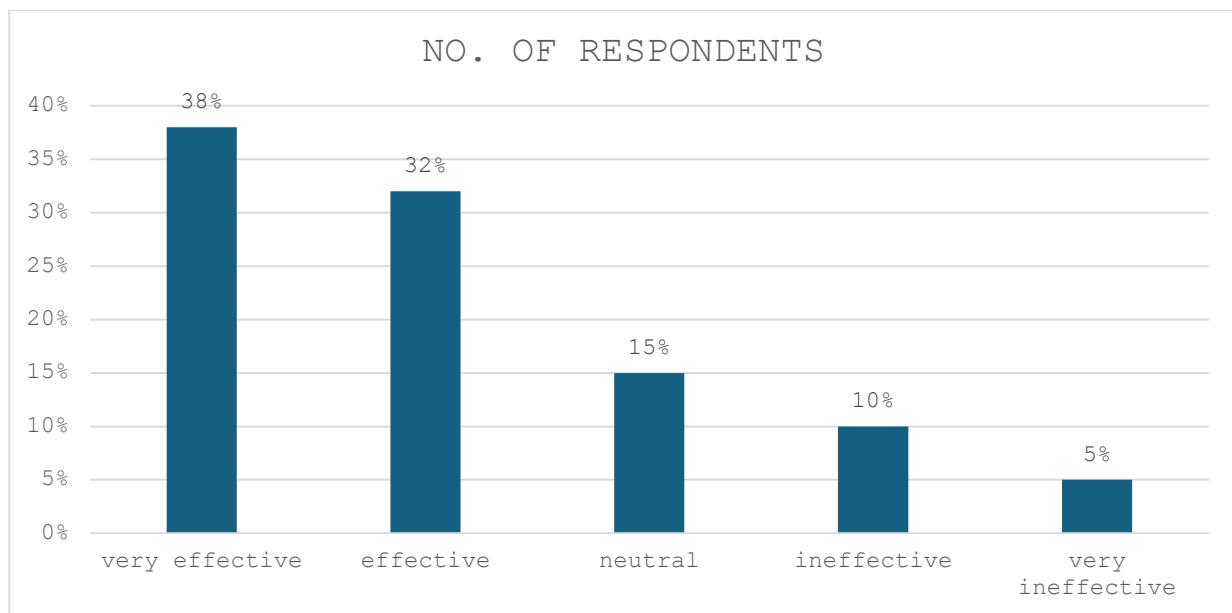
S.NO	CLARITY LEVEL	RESPONSES	PERCENTAGE
1	very clear	27	25%
2	Clear	49	45%
3	Neutral	16	15%
4	Unclear	11	10%
5	very unclear	6	5%
TOTAL		109	100%



INTERPRETATION: Effective Support Material (70% Positive): Seven out of ten users find the documentation to be either "Clear" or "Very clear." This suggests that the core instructions, installation guides, and troubleshooting steps are well-written and logically structured.

HOW EFFECTIVE IS COMPLAINT TO FOLLOW UP

S.NO	EFFECTIVENESS LEVEL	NO. OF RESPONDENTS	PERCENTAGES
1	very effective	41	38%
2	effective	35	32%
3	neutral	16	15%
4	ineffective	11	10%
5	very ineffective	6	5%
TOTAL		109	100%



INTERPRETATION: The data shows that the complaint follow-up system is generally effective according to most respondents. A majority of 38% of respondents consider it very effective, while 32% feel it is effective, indicating that 70% of customers have a positive opinion about how complaints are followed up

FINDINGS

- About 65% of respondents rated the sales team professionalism as good or excellent, showing that the sales staff maintain a positive relationship with customers.
- 55% of respondents believe the company's prices are competitive, but a considerable percentage remain neutral, indicating moderate competitiveness in the market.
- Customer satisfaction with discounts and offers is relatively low, with 36% dissatisfied, suggesting the need for better promotional strategies
- 70% of customers find product documentation clear, which helps customers understand product usage and installation
- complaint follow-up effectiveness is moderate, with only 50% positive responses, indicating a need for improvement

SUGGESTIONS

- The company should provide regular training programs to the sales team to improve communication skills, product knowledge, and customer handling.
- More attractive discounts and promotional offers should be introduced to increase customer interest and loyalty.
- The company should improve the complaint handling and follow-up system to resolve customer issues more quickly and effectively.
- The company should simplify and update the product documentation regularly to ensure that all instructions are easy to understand.

- The company should continue training sales representatives to maintain high levels of professionalism and customer interaction.

CONCLUSION

The study on customer satisfaction indicates that the majority of customers have a positive perception of the company's products and services. Customers are particularly satisfied with technical support, product reliability, on-time delivery, quality certifications, and compliance with industry standards. These areas represent the company's key strength.

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