

A PROJECT REPORT
on the Topic
**“A STUDY ON LEVEL CUSTOMER SATISFACTION TOWARDS THE SERVICE
PROVIDED”**

By
JEEVAN S A
USN: 1CY18MBA21
MBA 4th Semester

Submitted to VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI
in partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE
Dr. SANDEEP KUMAR M
Professor, MBA Dept.
CMRIT, Bangalore

EXTERNAL GUIDE
Mr. Prabhakaran
CEO
**Wood Craft Masterpiece
Collections**



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
C M R INSTITUTE OF TECHNOLOGY
#132, AECS Layout, ITPL Main Road, Kundalahalli,
BENGALURU-560037

JUNE 2020

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JUNE 2020

WOOD CRAFT

Masterpiece Collections

No. 3194, 7th Main, HAL 2nd Stage, Indiranagar, Bangalore – 560 008.

Date: 19th Feb 2020

TO WHOME SO EVER IT MAY CONCERN

This is to certify that **Mr. JEEVAN S A** (USN: 1CY18MBA21), Pursuing Master of Business Administration from CMR Institute of Technology, has successfully completed project "A STUDY ON LEVEL CUSTOMER SATISFACTION TOWARDS THE SERVICE PROVIDED" from 2nd JAN 2020 TO 17th FEB 2020.

During the training period he took lot of interest and also initiative to understand the management process of our organization. We found him very sincere and hardworking.

We wish him a bright future.

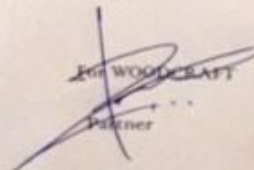
Warm regards,

From,

WOOD CRAFT MASTERPIECE COLLECTIONS

Mr. Prabhakaran

CEO


For WOOD CRAFT
Prabhakaran

CERTIFICATE

This is to certify that **Mr. JEEVAN S A** bearing USN **1CY18MBA21** has done project work in our company for six weeks duration from 02-01-2020 to 17-02-2020. The project report on “**A STUDY ON LEVEL CUSTOMER SATISFACTION TOWARDS THE SERVICE PROVIDED**” is prepared by him under the guidance of **Mr. Prabhakaran**, Designation in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.

Mr. Prabhakaran
CEO,
Wood Craft Masterpiece Collections,
Bangalore.

DECLARATION

I, Mr. JEEVAN S A, hereby declare that the Project report entitled “**A STUDY ON LEVEL CUSTOMER SATISFACTION TOWARDS THE SERVICE PROVIDED**” prepared by me under the guidance of Prof. SANDEEP KUMAR M, faculty of MBA Department, CMR Institute of Technology and external assistance by **Mr. PRABAKARAN, CEO of Wood Craft Masterpiece Collections, Bangalore**. I also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted to any other University/Institution for the award of any degree/diploma.

Place:

(Mr. JEEVAN S A)

Date:

USN:1CY18MBA21

ACKNOWLEDGEMENT

I have been fortunate enough to get good timely advice and support from a host of people to whom I shall remain grateful.

I take this opportunity to express my heartfelt thanks to **Dr. Sanjay Jain**, Principal, CMR Institute of Technology, Bangalore, for his support and cooperation to undertake and complete the project work.

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I acknowledge the insights provided by my External Guide, **Mr. PRABAKARAN, CEO of Wood Craft Masterpiece Collections, Bangalore** which helped me to a great extent in completion of the project work.

And finally, there is deepest of thanks for the patience and cooperation of the family and friends, without whom the endeavour would not have been possible.

Mr. JEEVAN S A

USN : 1CY18MBA21

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EXECUTIVE SUMMARY

Customer Satisfaction is one of the most important matter that should be taken care in any organization, customer satisfaction can be achieved only when the organization is able to meet the expectation of the customer with the quality of the service offered by the company. Hence it is very important for the company to understand their customer and buying behaviour and attitude towards availing the services offered by the company.

Customer satisfaction and meeting their expectation are the two major concepts in an organization that should concentrate on. Only when the organization meets the expectation of the consumer they can achieve the customer satisfaction, which will further lead the growth of the company, Customer Satisfaction will not only help the company in their growth but it will also help the company to retain their existing customers and the attract the new customers. The project is a mandatory requirement to fulfil the requirements of the Master of Business Administration Course initiated it Visvesvaraya technological university.

This project is to help the students and company understand the level of customer satisfaction that the customers has towards the services provided by the woodcraft masterpiece collections, along the problem statement, the aims, objectives, scope, significance and limitations of the study.

The introductory chapter concludes with details of the chapter scheme of the thesis. The aim of this project is to make research on the level of customer satisfaction towards the services offered by the company and to maintain and improve the service by providing various suggestions to the organization based on the research conducted.

CHAPTER-1

INTRODUCTION

Entry level position is a vocation arranged procedure which expect to create unique aptitudes identified with the activity. Through temporary position process exertion is made to increment handy ability with the hypothetical learning which understudy got in formal instructive foundation.

The time of temporary position changes relying on the idea of the activity, size of the associations and so on.

The time of temporary job fluctuates relying on the idea of the activity, size of the associations and so forth. For example crisp building graduates or recognition holders are moved from workshop to workshop to work with the seniors, before they are put on a specific occupation. This period changes from a half year to one year.

A temporary position is an understanding among understudy and the association for a fixed timeframe, where assistants consent to work for them and they consent to coach and show them numerous organizations proceed to procure their effective under study for all day business. An entry level position is a pre-proficient work experience that gives understudies, late alumni, and profession changers with an opportunity to discover progressively about a specific vocation.

For understudies, temporary positions give an approach to pick up work involvement, supplement scholastic classes and, now and again, and might be win school credit focuses. Temporary positions could be paid or unpaid. Notwithstanding when it's paid, compensation is unassuming. Temporary jobs typically continue for six to twelve weeks and are the time that concurs with the occasions. to pick up the significant learning and aptitudes required in the field just as add weight to the resume. Increasing applicable experience through entry level positions would help making proficient contacts, two of the best things an understudy can do to set themselves up for finding a new line of work in their field after school.

1.1 Industry profile: - Handicraft industry

Woodcraft industry is one of the most rapidly growing sectors in Indian Economy. There are around 1,00,000 registered wood ware units that is possessing in India alone, and there are over 2,00,000 artisans along with the other workers similar to woodworking related units in the same sector.

Wood plays an prominent role in the Indian Handicrafts sector and carving the other beautiful things are crafted from it.

Wood Craft is one of most ancient work that is followed in our country. The ancient built temples and carvings in and around the country is the evidence of this.

The wood carved temples still exist in the states like Himachal Pradesh, Uttar Pradesh.

In a traditional country like India each state or region has its own style and availability of woods depending upon the availability of wood in the particular region the craftsman will carve the woods according to the demand of the customers.

India Woodwork Industry uses various types of woods for manufacturing of woodcraft works.

Woods like Walnut, Sandalwood, Teak, Sheesham, Deodar, Ebony, Redwood, Rosewood, Red cedar, Sal, and many more are the prominently used woods.

Embedding of brass wires has gained lot of attention worldwide and is highly Trending. India has now set up over 3,000 woodworking units and the number is increasing with the period of time.

The number of folk forms has increased eventually in the country. Wood crafts includes: -

- Toys for kids
- Decorative things
- Ideals
- Temple carvings
- Utensils
- Furniture's

In the rural areas of country, furniture and other household utensils are carved out of wood in different shapes and different styles. The look so beautiful and admiring that they don't look like wood crafted items at all they look like antique pieces. Animal figures are also an excellent example of India's ethnic wood work, each and every piece is crafted in the different region of the county with the different types of wood materials that is available.

Some of the most well-known states of India involved in woodwork are as follows:
follows:

- Gujarat –**

Some of the Famous woodwork in Gujarat are carved chests, wooden swings and almirahs.

There is also a traditional way to embedding gold, silver, and bronze hues on wood in a village called Sankheda village in Gujarat. Surat and another city in Gujarat, is very well-known for its marquetry-work 'Sadeli' by local people.

□ **Hoshiarpur (Punjab) –**

Punjab has Gained lot of immense popularity for carving inlaying ivory which is recently replaced with plastic for the purpose of reducing cost. Wooden furniture, trays, and mirror frames are usually crafted using intricate designs.

□ **Kerala –**

The god's own country Specializes in arena handicrafts along with representing their customs, culture and beliefs also portray their spiritual values and emotions.

□ **Other areas –**

West Bengal, Bihar, Orissa and Andhra Pradesh are engaged in carving out various uniquely designed items out of wood.

1.2 Company Profile:

The history of us in the field of business dates back to the 19th century where my great grandfather was a dealer in forest produce.

Later my grandfather thought of converting the forest produce into handicrafts in the 20th century and it was carried on by my father since then. They were dealing in wooden handicrafts and ivory.

Now in this modern era of 21st century I would like to make major changes to the business unit and start my own venture which not only deals with wood but also with paintings and stone crafts.

It is very important to make necessary changes in the business to survive in the market. Ever since the time our venture came into existence, we have been performing well in the market for over a century.

HEADQUARTERS

Our headquarters is based in the garden city of Bangalore.

Bangalore being a metropolitan and home to lakhs and lakhs of people from various parts of the country has people from various income groups.

Our business targets the middle-class, upper middle class and the upper-class people and Bangalore is the best option available in the country.

Though our factory is based at Trivandrum we prefer to have our business outlet here in Bangalore.

We will be transporting the finished goods from the manufacturing unit to the headquarters, which is also our Main outlet.

We will be doing this on a monthly basis or as and when we require stock. The climate in Bangalore supports our products to the fullest.

Products and Services:

- a. Rose wood
- b. White cedar
- c. Ebony wood
- d. Teak wood
- Oil Paintings (Copy of Raja Ravi Varma)
- Tanjore painting (Copy of the original work)
- Gem stone painting
- Tanjore glass painting
- Silk painting
- Marble painting
- Onyx handicrafts
- Marble handicrafts
- Soft stone handicrafts
- Meenakari art
- Radium coated silver jewellery with precious stone.

Marketing Strategies used: -

Major marketing is not required for this type of business since there are very less competitors.

Newspaper advertisements when the outlet is set to open, for 8 weeks straight and then once is while is sufficient.

Register under Google and have a decent website through which the customers can get to know more about us or can contact us for queries.

When someone is looking for products of our type and if they search in Google, it will show our outlet.

When the quality is maintained there will be regular customers and the business expands by word of mouth.

Risk and difficulty faced by the business

We have the difficulty of not meeting with the demands of the customers in terms of supply.

Since the products are all hand made it takes a lot of time to manufacture the products. And the man power to manufacture the products is also coming down.

After the boom in the corporate world, people prefer going on day jobs and they have no interest in learning the art of handicrafts.

The manufacturing is a time-consuming process and the number of craftsmen is also less and hence it is difficult to meet the demand.

Though there is high demand for a lot of products, we are facing the difficulty of manufacturing that.

There is a risk in returns. Though there is appreciation for the products, we are not sure on when the products will sell. It might take years to sell a few products and sometimes decades too. Apart from that there is no major risk when it comes to our business unit.

Glimpse of the Company





1.3 SWOT ANALYSIS

A SWOT Investigation is a vital arranging device used to assess the Qualities, Shortcomings, Openings, and Dangers associated with a task or in a business adventure or in some other circumstance requiring a choice. It includes observing the showcasing condition inner and outside to the organization. SWOT analysis has two main categories: -

1. Inner elements — the qualities and shortcomings interior to the organization
2. Outside elements — the chances and dangers introduced by nature of the organization.

Strength:

- Proper Infrastructure maintained.
- A very organized retail store.
- Happy customers
- Loyal and hardworking employees with the organization.
- Own manufacturers
- Branches in 2 states.

Weakness:

- Pricing of the product should be taken the utmost care.
- Customers taste and preference keeps fluctuating
- Logistics shifting the products from one place to another.

Opportunities:

- Tie up with Other companies
- Setting up of Retail stores across the country
- Adapting with the modern technologies for better service rendering. Threats:
- Tough competition from the local retailers.
- Logistics Thefts.
- Government policies and regulation.

CHAPTER 2

CONCEPTUAL BACKGROUND AND REVIEW OF LITERATURE

2.1 Background of the Study

Researchers have understood the interrelated relationship between the service quality provided by a company and customer satisfaction.

It is that service quality is a casual forerunner, of customer satisfaction, due to the fact that service quality is looked at transactional level and satisfaction is viewed as an attitude. Service quality parts are related to overall service quality and or customer satisfaction.

To another extent, other researchers have suggested that the service quality and customer satisfaction are separate and are different concept. They argue that service quality has specified dimensions while customer satisfaction can result in any dimension, whether or not it is quality related. From the above concepts presented above it can be inferred that performance of service delivery can result in a level of customer satisfaction.

2.2 LITERATURE REVIEW:

1. Amir 2013,

The research was based on explaining the importance and the nature of handicraft sector and understanding he level of satisfaction that the customer gets especially in the rural areas, along with the important aspects such as marketing innovation and the marketing strategies that is being followed by them.

2. Chanchal Khurana 2014,

The study mainly focused on understanding the problems faced by the customers of handicraft users in Jaipur city particularly and to find out a solution to increase the level of satisfaction in the customers and provide them with the best quality service and goods.

3. Dilip Kumar, 2013,

The study attempts to understand the soul and the art presents in the Indian handicraft industry, that has got a huge demand in the international market too, and to understand about what is the level of satisfaction that industry is giving to its customers, and also to improve the revenue of the industry as a whole.

4. Gaurav Srivastav, 2016,

The paper tried to provide deep insights about the Indian handicrafts industry which has a great background, and the way the industry is blooming from the olden days. The major focus of the study was to understand how the industry is able to meet all the types of the customer needs and satisfy them accordingly. Towseef Mohi-ud-din, 2014

This paper mainly discussed on the current scenario of the handicraft industry in the country which also includes the Export rate, the demand for Indian handicrafts in foreign countries, the wide range of handicrafts available across the country, The level of satisfaction that our products gives to the foreign customers and the sustainable growth of the product.

5. Vaishali Dhingra, 2017

Vaishali Dhingra in her paper have explained about the Indian Metal ware handicraft Industry from the Artisans point of view, Researcher have analyzed about the availability of the safe environment for the working of the artisans and the impact that the product is creating in the minds of the customers.

The study concentrated more on the working environment and the safety of the workers as the work involves a lot of risk.

6. Management Students, School of Management Tamil Nadu, India

These young students conducted a research on the handicraft industry and the impact that the industry has in the minds of the customers. Especially in the Tamil Nadu region mainly in Tanjore as this place is known is meant for their creative artistic works. Research was conducted with the help of the questionnaire that was personally given to the customers of the prominent stores in the Thanjavur region to understand the buying behavior of the customers and to know if the customers were satisfied with the service provided.

7. Barbara Cater

The study was conducted for the purpose of understanding and for having a broad knowledge of the customer satisfaction and the level of loyalty of the customers with reference to the handloom and handicraft industry.

8. British machine tool industry

The paper examines on the broad relationship between the market orientation and the satisfaction level of the customers with reference to the British Machine tool industry and to improve on the sales of the company.

9. Mikko Sormunen 2017

The main objective of the study was to plan customer satisfaction survey which can be used to ask the customers and know their experience on the the services that was offered to them. In the past the company had asked asked customers about the service provided but now they wanted to conduct the research in a systematic manner so that it can be used foe any future reference.

10. U. Dinesh Kumar, P. Vickerman

The Objectives of the study were to identify the determinants of the customer satisfaction in the organized handicraft retail outlets in the erode city. A total of 200 questionnaire have been randomly distributed the customers. The chi-square test and correlation method were chosen to know the customer satisfaction.

11. Ravindra Kumar 2009

The study mainly concentrates on understanding the level of customer satisfaction among the customers of Maruti company, to understand where the company stands in the minds of the customers.

12. DUVERGER, P, & WANG 2018

This research was a long term research which was conducted for 12 consecutive months of the customer satisfaction survey data collected in handicraft showroom, to show the higher authorities to prioritize the quality of the service provided by the company to their customers.

13. WAN, J. N, DU J., CHIU, Y. L., & LI, J.2018

The study was investigated to know the dynamic effects of the customer experience level on satisfaction in China's Automobile Industry. The study was based on a huge research sample of 657300 online reviews to find meaning full reviews and Findings.

15 FAROOQ, M., S., SALAM, M., FAYOLLE, A. JAAFAR, N., & AYUPP, K.2018
This study aimed to examine the quality of services that was provided by the Malaysia Handicraft industry, using the sampling method with 456 questionnaires being filled by the customers of different company in different region. Finding of this particular study illustrated that the customers were highly satisfied with the serve provide by the industry.

16. LYMN, M., & BREWSTER, Z .W.2018

The study was conducted in US to know the customers experience with reference to the quality of service that they get from the handicraft product and services that is received from the different places of the world and on the imported handicraft goods from the other countries.

17. RATHER, R, & SHARMA, J.2018

The Research was conducted in order to increase the brand satisfaction, brand commitment and brand loyalty in the mind of the customer. The research was basically done in order to analyses and understand the marketing perspective of the company.

18. LEE, S., SUN, K,.A.,Wu, L., & Xiao, Q. 2018

The main purpose of the study conducted was to investigate the existing level of customer satisfaction with the customers and to find out the ways to improve the satisfaction level in a better way So that the company can meet the customers expectation and fulfil the level of the satisfaction that the customer is expecting to experience.

19. MEESALA, A., & PAUL, J.2018

The study was conducted in Hyderabad to find gap between the customer satisfaction and the expectation level of the customer in Mataji Woodcraft collections which an privately owned entity having an history of more than two decades in whole, and also to rectify the problems faced by the customers in dealing with the company.

20. U. DINESHKUMAR, P. VIKRAMMAN

The main aim of this paper was to make sure that the customers are given utmost importance during the purchase and during the post purchase period, every company's main aim would be maintaining the satisfaction level of the customers and retain the existing customers keeping this as the main motive the research was conducted with an sample size 350 random customers of Rose handicraft pvt ltd.

CHAPTER 3

RESEARCH DESIGN

3.1 STATEMENT OF PROBLEM

The research in general refers to any problem that has been arisen is difficult to solve in which the researcher experiences the context of finding an solution for the problem that has been arisen and to find a solution to the problem.

In this context customer satisfaction plays an major role in terms of any company for that matter, Every company strives the best to maintain the level of satisfaction of their customer to meet their expectation and to fill the gap between the expectation and the service provided, and to understand the customers in an better way. For this purpose I am preparing a research report on “A Study on the level of customer satisfaction On the basis of the service provided to the customers of Woodcraft, Master piece collection”. This Report may help the store to know about the level of customer satisfaction towards the services provided by the company.

3.2 NEEDFORTHESTUDY

The Company Believes in the satisfaction of the customers towards the services that is offered by the company, but due various reasons the company feels that the company is not able to understand the customer better, hence this research is been conducted in order to help the company understand the mind set of the customer in more efficient and effective manner.

3.3 Objectives of the study

1. To find out the gap between expectations and perceptions.
2. To understand the level of satisfaction of the customers in the service quality of woodcraft masterpiece collection.
3. To study the problems and discomfort faced by the customers of woodcraft masterpiece collection.
4. To suggest remedies to the problems faced by the customers of woodcraft masterpiece collection.

3.4 Significance of the study

The study is done to know the level of customer satisfaction to the customers of the woodcraft masterpiece collections.

In the modern world people are more interested in living a ultra modern lifestyle, starting from the house that they live to the shoes that we wear, Interior designing is one of the rapidly growing work, people are more interested in decorating their house with the antique designs with either woodcrafts or handicrafts.

A knowledge of the buying behavior of different market segments helps a seller to select their target segment and evolve suitable marketing strategies to increase sales. The present study focuses on the customers of Woodcraft Masterpiece Collection .

Understanding their expectations, perceptions and satisfaction will help manufacturers and the company to improve the attributes of woodcrafts and also service quality. It will help the Manufacturers to adopt new strategies which help not only to attract new customers but also to maintain and retain the loyalty of an existing customer.

3.5 Methodology of Research

Methodology of Research is a formal way to solve the problem. It is one of the standard way of conducting the research in an organization. The method or the procedure by which the organization will explain, describe and predict the phenomenon is said to Research Methodology.

It also describes the ways of collecting data or information, sample size and the sampling procedure. Research methodology is one of the prominent of finding solutions for a given problem on a specific matter. It is the process where the researcher conducts an research in an systematic way of finding an solution to the problem that is raised in the organization.

3.6 Source Of Information

The customers of Woodcraft Masterpiece Collection were the major source of the information for the collecting the required primary data. The secondary data were collected for this academic project report.

Primary Source:-

Primary data were gathered through

1. Questionnaire
2. Direct interaction
3. Observation

Secondary source:-

Secondary data was collected through

1. Company Record
2. Internet
3. Text books
4. Company website
5. Articles
6. Journals

3.7 RESEARCH DESIGN:

At Woodcraft Masterpiece Collection, this study was conducted on an aggregate of about 100 respondents. A research is a systematic arrangement of the various conditions of collecting and analyzing the data in a manner that is intended to combine the relevance for the purpose of research in the company according to the procedure.

Indeed, research is a design that is done in a conceptual structure in which the research is carried out. It acts like a blueprint of the data that is Collected, Measured and analyzed. As a search, the design includes the brief description about the activity of the researcher is going to do and the way in which he is going to find the solution.

3.8 RESEARCH TYPE:

Descriptive research is conducted to approach at certain fact findings. The direct

interaction and questionnaire were the methods used to collect data for relevant information.

3.9 Sampling Technique:

Sampling technique refers to the way or the methodology that is used by the researcher in order to carry out the research using a sample from the available large population, it depends completely on the type analysis that is to be performed. In this research , the data collection method I have taken up is Simple Random sampling.

3.10 Sample Size:

The sample is taken as 100 respondents.

3.11 Tools for Technique:

- Tables
- Charts
- Graphs
- Images

3.12 Limitations:

- a) The study was limited only to Woodcraft masterpiece collection.
- b) The company had confidential data that could not be disclosed.
- c) Customers were a little biased to the responds.
- d) The research was done in a very short span of time.
- e) Very little information available about the company.

3.13 CHAPTER SCHEME:

1.INTRODUCTION

Chapter-1 This chapter describes about the Topic of what is internship is all about and Brief about the industry to which the company belongs to the various important aspects

of the Industry, Finishing with the Details about the company how they actually work their head quarters operation cycle and etc.

2. CONCEPTUAL BACKGROUND AND REVIEW OF LITERATURE Chapter-2

Describes about the Theoretical background of the study and 20 Literature Reviews.

3. RESEARCH DESIGN

In Chapter-3 It Describes about statement of problem, scope, research methodology, sources of information (primary and secondary source). Research Design and type; need for study, objectives of the study, sampling technique, sample size, tools for techniques and mainly research hypothesis and limitations.

4. INTERPRETATION AND ANALYSIS:

Chapter-4 describes about the analysis done and interpretation given for the survey done. According to the survey done, the survey has to be analyzed for each question and the results has to be interrupted accordingly to the analysis done.

5. FINDING AND SUGGESSTION AND CONCLUSION

Chapter-5 gives the findings for each question from the Analysis and Interpretation and the Suggestion are given for the questionnaire for which the employees are not satisfied with and finally the conclusion.

6. BIBLIOGRAPHY

Bibliography basically contain source from which the information is been collected. They are the Websites, Textbooks, journals and the Company website.

7. ANNEXURE:

Annexure contain the Questionnaire and literature review relating to the topic Customer satisfaction towards the services offered, Conceptual background describes about the customer satisfaction by providing appropriate meaning and definition.

3.14 HYPOTHESIS

In the light of the objectives, the following hypotheses have been framed to find

out the relationship between the independent variables such as sex, age, marital status, the level of education, the nature of occupation, family status, family size, and the annual income of the family, and the dependent variables such as overall service quality and the level of satisfaction.

Chi-square Testing:- Formula:- $\chi^2 = \frac{(O-E)^2}{E}$ $E = \frac{RT \cdot CT}{100}$

O= Observed value E= Estimated Value

Ho= There is NO significance relationship between Customer satisfaction and the services provided by the Company.

H1= There is significant relationship between the services provided by the Company.

Particular	Yes	No	Row Total
Very satisfied	25	00	25
Satisfied	10	00	20
Neutral	07	04	11
Dissatisfied	01	20	21
Very dissatisfied	00	23	23
Column Total	53	47	100

O	E	(O-E)	(O-E) ²	(O-E) ² /E
25	13.25	11.75	138.06	10.41
20	10.6	9.4	88.36	8.33
7	5.83	1.17	1.36	0.23
1	11.13	-10.13	-102.6169	9.08
0	12.19	-12.19	-166.41	13.65
0	11.75	-11.745	-138.06	11.75
0	9.4	-9.4	88.36	9.4
4	5.17	-1.7	2.92	0.56
20	9.7	10.13	102.61	10.39
23	10.81	12.19	148.59	13.74
				87.58

Degree of Freedom D= (C-1) (r-1)

$$= (5-1) (2-1)$$

$$= (4) (1)$$

$$= 4$$

Level of significance at 5% is 9.49 Calculated Value > Tabulated Value Hence We reject the Null Hypothesis i.e., H₀.

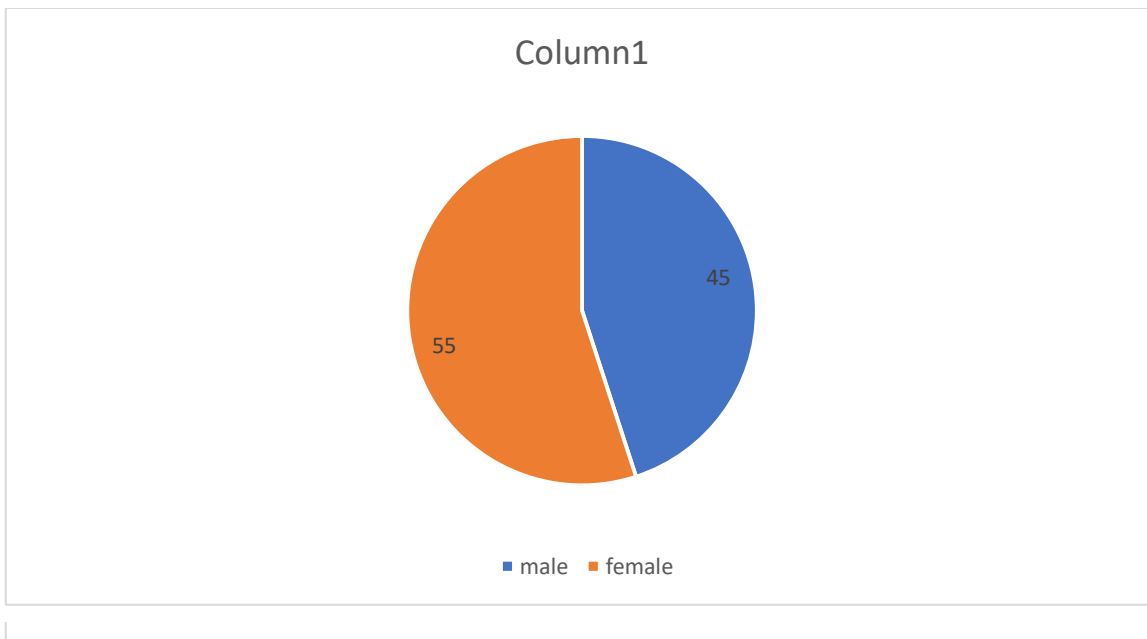
CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1 Gender of the respondents:

Gender	No of Respondents
Male	45%
Female	55%
Total	100

According to the above data it is clear that Majority of the Respondents are Males Were in 55 out of 100 Respondents are Male and the remaining 45 are females. Chart Representing the gender of the respondents



Interpretation:-

The above graph Shows that Majority of the customers belong the Male category with 55% and 45% of Female.

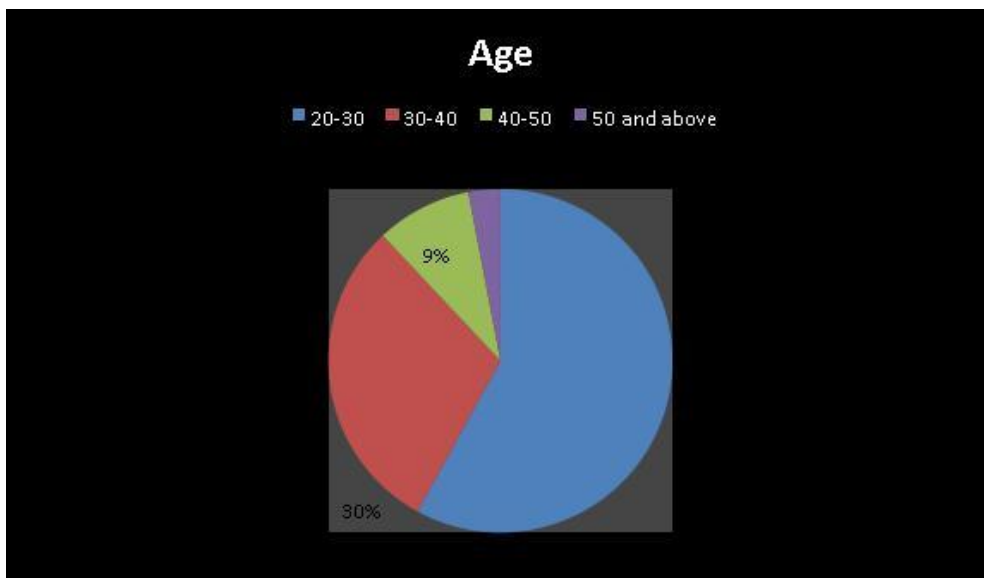
4.2 AGE OF THE RESPONDENTS

Age	No of Respondents
20-30	58
30-40	30
40-50	9
50 and above	3
Total	100

Data Analysis

From the above data we can state that Majority of the respondents Belong to the age group of 20-30 (58 Respondents), following the 30-40(30 respondents), 40-50(9 respondents, 50 and above(3 respondents) Respectively.

4.2 Chart Representing the age group of the respondents



Interpretation:

The above Chart Represents that Majority of the respondents Belong to the age group of 20- 30 (58 Respondents), following the 30-40(30 respondents), 40-50(9 respondents, 50 and above(3 respondents) Respectively.

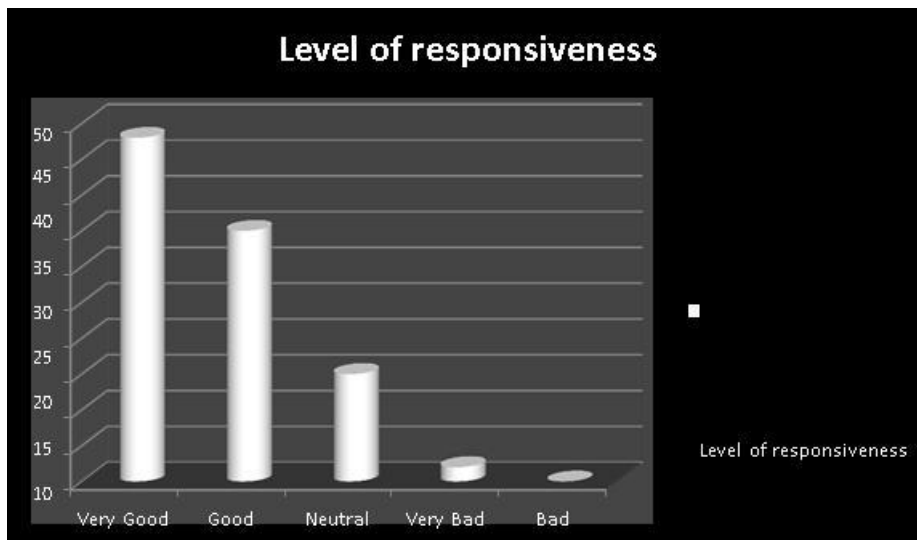
4.3 Responsiveness in dealing with the Customers.

Opinion	No of Respondents
Very Good	48
Good	35
Neutral	15
Bad	2
Very Bad	0
Total	100

Data analysis:

The Table above states that Majority of the respondents have stated that the level of responsiveness in the company is Very good (48 Respondents), following with the Opinion Good(35 respondents), Neutral(15 respondents), Bad (2 respondents) and Very bad (0 respondents) Respectively. Chart Representing the level of responsiveness by the company.

4.3 Chart Representing the level of responsiveness by the company.



Interpretation:

The Chart above represents that Majority of the respondents have stated that the level of responsiveness in the company is Very good (48 %), following with the Opinion Good(35

%), Neutral(15 %), Bad (2 %) and Very bad (0 %) Respectively.

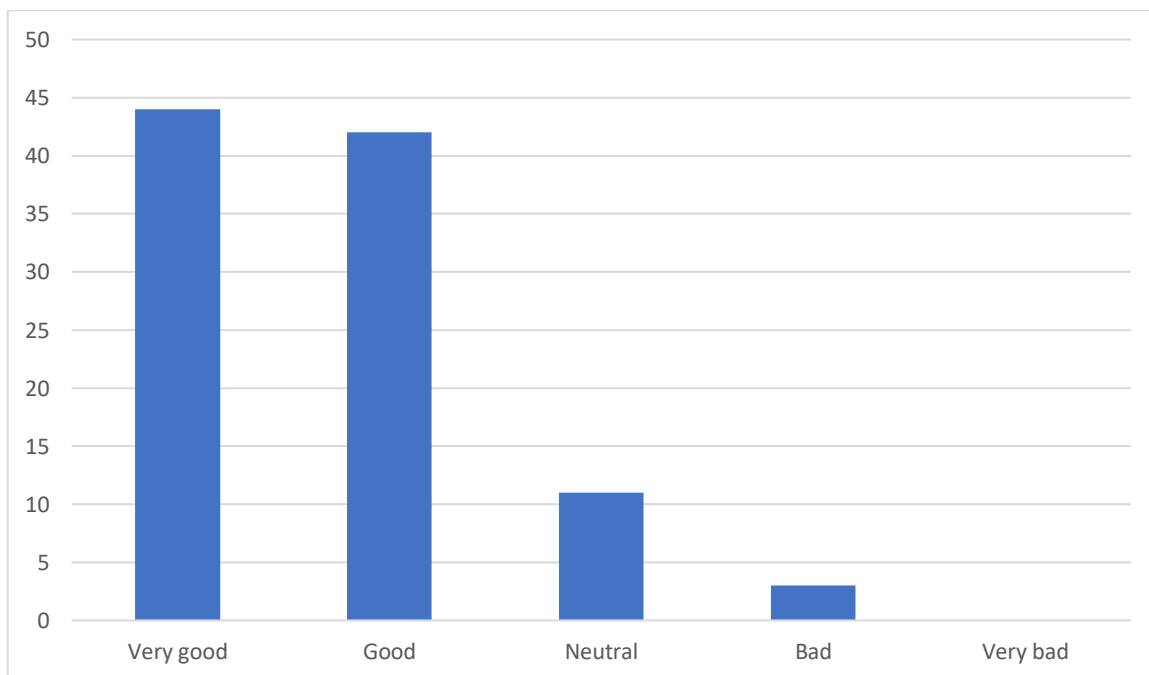
4.4 Table Showing the Relationship of Products and Services and Quality and Performance

Opinion	No of Respondents
Very Good	44
Good	42
Neutral	11
Bad	3
Very Bad	0
Total	100

Data analysis:

The Table above states that Majority of the respondents have stated that the level of responsiveness in the company is Very good (44 Respondents), following with the Opinion Good(42 respondents), Neutral(11 respondents), Bad (3 respondents) and Very bad (0 respondents) Respectively.

4.4 Chart Representing the Relationship of Products and Services and Quality and Performance.



nterpretation:

The Chart above represents that Majority of the respondents have stated that the Relationship Between the Products and Services And Quality and Performance is Very good (48 %), following with the Opinion Good(35 %), Neutral(15 %), Bad (2 %) and Very bad (0 %) Respectively.

4.5 Table Representing The professionalism in dealing with Customers.

Opinion	No of Respondents
Very Good	44
Good	42
Neutral	11
Bad	3
Very Bad	0
Total	100

Data analysis:

The Table above states that Majority of the respondents have responded that the Professionalism in dealing with the customers by the company is Very good (44 Respondents), following with the Opinion Good(42 respondents), Neutral(11 respondents), Bad (3 respondents) and Very bad (0 respondents) Respectively.

4.5 Chart Representing the Professionalism



Interpretation:

The Chart above represents that Majority of the of the respondents have responded that the Professionalism in dealing with the customers by the company is i.e., Very good (48 %), following with the Opinion Good(35 %), Neutral(15 %), Bad (2 %) and Very bad (0 %) Respectively.

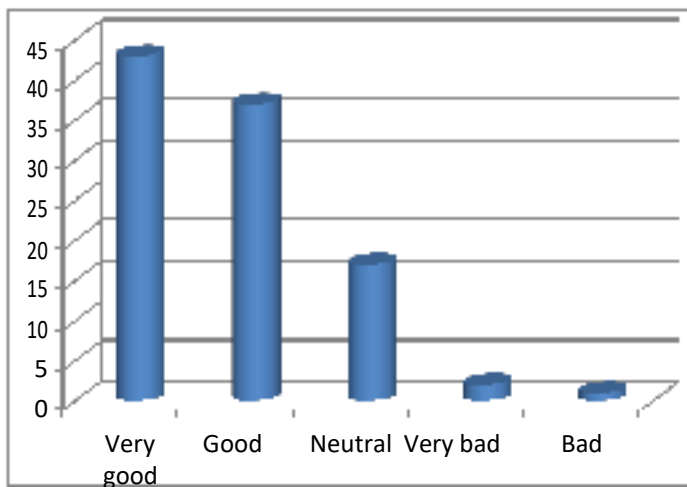
4.6 Table Representing the performance and commitment to meet delivery expectations of the customers.

Opinion	No of Respondents
Very Good	43
Good	37
Neutral	17
Bad	2
Very Bad	1
Total	100

Data analysis:

The Table above states that Majority of the respondents have responded that the performance and commitment to meet delivery expectations of the customers is Very good (43 Respondents), following with the Opinion Good(42 respondents), Neutral(11 respondents), Bad (3 respondents) and Very bad (0 respondents) Respectively.

4.6 Chart Representing the performance and commitment to meet delivery expectations of the customer



performance and commitment to meet delivery expectations of the customers

Interpretation:

The Chart above represents that Majority of the of the respondents have responded that the the performance and commitment to meet delivery expectations of the customers is i.e., Very good (48 %), following with the Opinion Good(35 %), Neutral(15 %), Bad (2 %) and Very bad (0 %) Respectively.

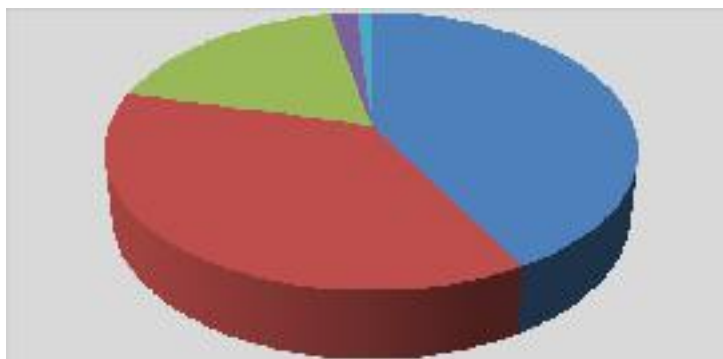
4.7 Table representing competitiveness of products and there representation of value for total cost of lifetime ownership

Opinion	No of Respondents
Very Good	42
Good	37
Neutral	18
Bad	2
Very Bad	1
Total	100

Data analysis

The Table above states that Majority of the respondents have responded that the competitiveness of products and there representation of value for total cost of lifetime ownership is Very good (43 Respondents), following with the Opinion Good(42 respondents), Neutral(11 respondents), Bad (3 respondents) and Very bad (0 respondents) Respectively.

4.7 Chart representing the competitiveness of products and there representation of value for total cost of lifetime ownership.



Very good Good
 Neutral
 Very bad
 Bad

Interpretation:

Very good Good Neutral Very bad

The Chart above represents that Majority of the of the respondents have responded that the competitiveness of products and there representation of value for total cost of lifetime ownership i.e., Very good (42%), following with the Opinion Good(37%), Neutral(18%), Bad (2 %) and Very bad (1 %) Respectively. Table representing the quality management to ensure complete customer satisfaction of the customer

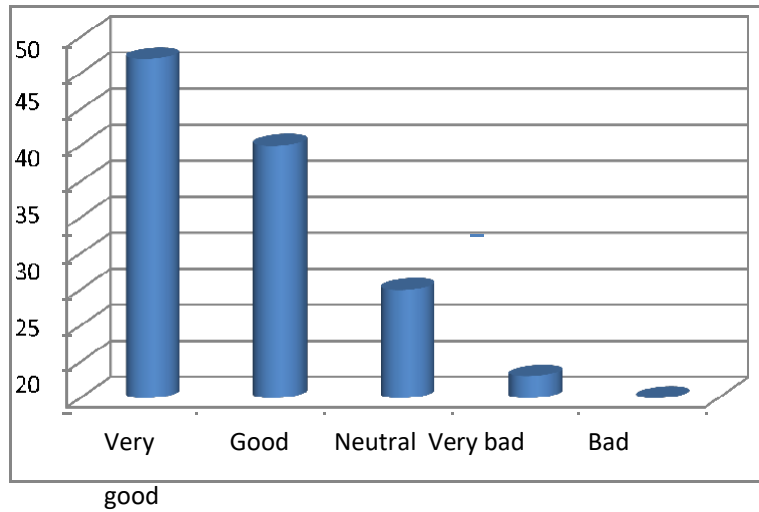
4.7 Data Representing The Quality Management To Ensure Complete

Opinion	No of Respondents
Very Good	47
Good	35
Neutral	15
Bad	3
Very Bad	0
Total	100

Data analysis:

The Table above states that Majority of the respondents have responded that the quality management to ensure complete customer satisfaction is Very good (43 Respondents), following with the Opinion Good(42 respondents), Neutral(11 respondents), Bad (3 respondents) and Very bad (0 respondents) Respectively.

4.8 Chart representing the quality management to ensure complete customer satisfaction of the customer



Interpretation:

The Chart above represents that Majority of the of the respondents have responded that quality management to ensure complete customer satisfaction?i.e., Very good (47%), following with the Opinion Good(35%), Neutral(15%), Bad (3%) and Very bad (1 %) Respectively.

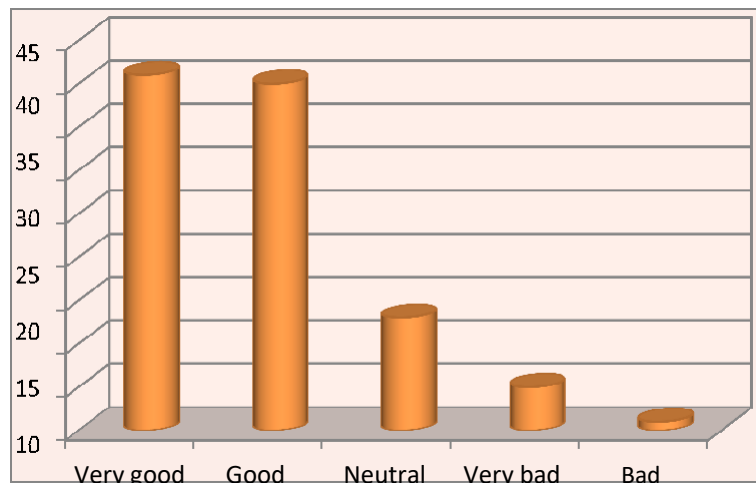
4.9 Table representing the after sales services in Woodcraft Masterpiece collection

Opinion	No of Respondents
Very Good	41
Good	40
Neutral	13
Bad	5
Very Bad	1
Total	100

Data analysis:

The Table above states that Majority of the respondents have responded that the after sales services in Woodcraft Masterpiece collection is Very good (43 Respondents), following with the Opinion Good(42 respondents), Neutral(11 respondents), Bad (3 respondents) and Very bad (0 respondents) Respectively.

4.9 Chart representing the after sales services in Woodcraft Masterpiece collection The after sales services in Woodcraft Masterpiece collection



Interpretation:

The Chart above represents that Majority of the of the respondents have responded that

the after sales services in Woodcraft Masterpiece collection i.e., Very good (41%), following with the Opinion Good(40%), Neutral(13%), Bad (5%) and Very bad (1 %) Respectively. Table representing the difficulty faced by the customers in dealing with the service provided by the company.

4.10. Table representing the difficulty faced by the customers in dealing with the service provided by the company.

Opinion	No of Respondents
Yes	53
No	47
Total	100

Data Analysis

The Table above states that maximum of the customers i.e.,53 respondents face difficulty in dealing with the company were as the remaining 47 respondents have stated that they don't have any difficulty in dealing with the company.

4.10 Chart representing the difficulty faced by the customers in dealing with the service provided by the company.



Interpretation

The Chart above states that maximum of the customers i.e.,53% of respondents face difficulty in dealing with the company were as the remaining 47% respondents have stated that they don't have any difficulty in dealing with the company.

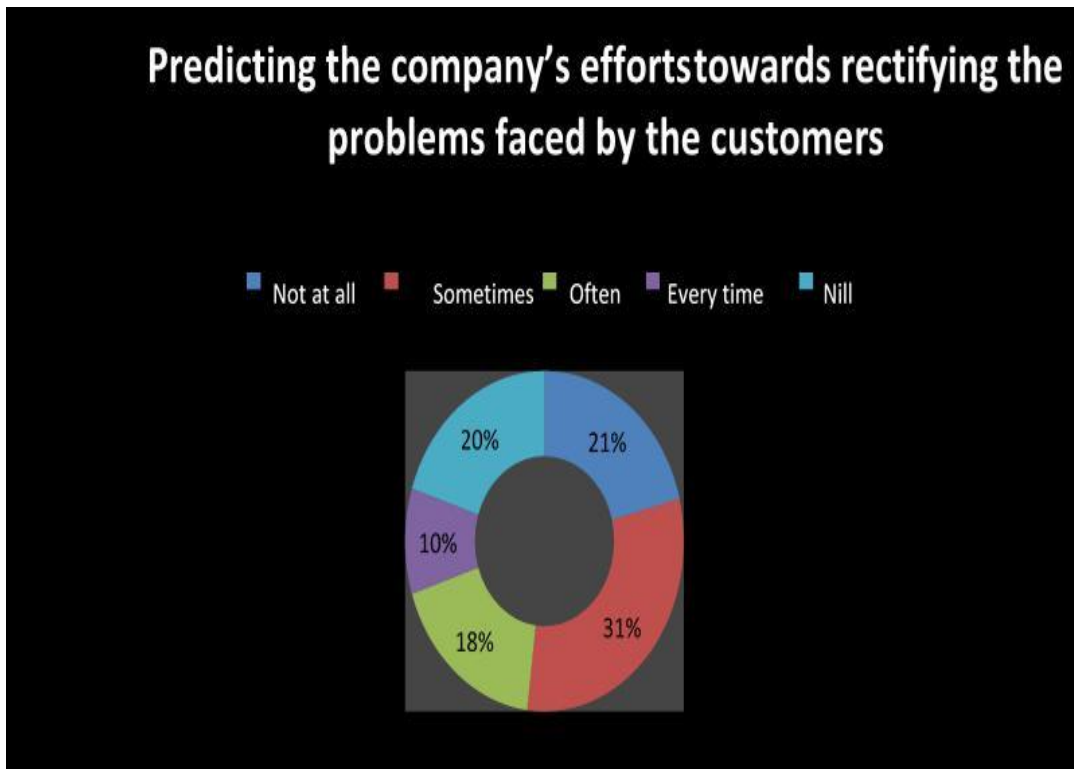
4.11 Table representing the company's efforts towards rectifying the problems faced by the customers.

Opinion	No of Respondents
Not at all	21
Sometimes	31
Often	18
Every time	10
Not applicable	20
Total	100

Data analysis:

The Table above states that Majority of the respondents have responded that the company's efforts towards rectifying the problems faced by the customers is Not at all(21 Respondents), following with the Opinion Sometime(31 respondents), Often(18 respondents), Every time (10 respondents) and Not applicable(20 respondents) Respectively.

4.11 Chart Predicting the company’s efforts towards rectifying the problems faced by the customers.



Interpretation:

The Chart above depicts that Majority of the respondents have responded that the company’s efforts towards rectifying the problems faced by the customers is Not at all 21%, following with the Opinion Sometime 31% Often 18%, Every time 10% and Not applicable 20% Respectively.

4.12 Table representing the Offers and discounts given by Masterpiece woodcraft collections.

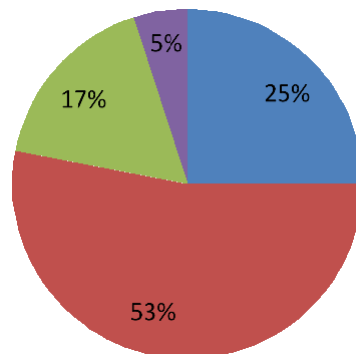
Opinion	No of Respondents
Not at all	25
Sometimes	53
Often	17
Every time	5
Total	100

Data analysis:

The Table above states that Majority of the respondents have responded that the company provides offers and discounts to the customers is Not at all(25 Respondents), following with the Opinion Sometime(53 respondents), Often(17 respondents), and Every time (5 respondents) Respectively.

4.12 Chart representing the Offers and discounts given by Masterpiece woodcraft collections.

No at all Sometimes Often Everytime



Interpretation:

The Chart above shows that Majority of the respondents have responded that the company provides offers and discounts to the customers is Not at all with 25%, following with the Opinion Sometime 53%, Often 17%, and Every time 5% Respectively.

4.13 Table representing the Experience of being a customers of Masterpiece woodcraft collections.

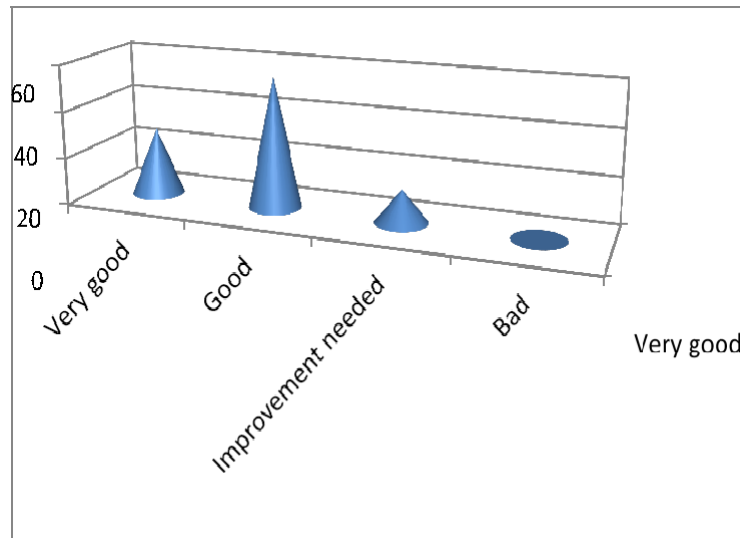
Opinion	No of Respondents
Very good	29
Good	57
Improvement needed	14
Bad	0
Total	100

Data analysis:

The Table above states that Majority of the respondents have responded that the Experience of being a customers of Masterpiece woodcraft collections is Very good (29 Respondents), following with the Opinion Bad (0 respondents) Respectively.

4.13 Chart representing the Experience of being a customers of Masterpiece woodcraft collections.

Experience of being a customers of Masterpiece woodcraft collections.



Interpretation

The respondents when asked about the Experience about being an customer of Masterpiece Woodcraft collection majority of them stated that it Was Good with 57%, Very good 29%, Improvement needed 14% and Bad 0% respectively.

4.14 Table representing the Responsiveness of the Sales person towards the Customer.

Opinion	No of Respondents
Very good	26
Good	68
Bad	6
Very Bad	0
Total	100

Data analysis:

The table above states the level of satisfaction that the customer have got towards the Responsiveness of the Sales person towards the service offered to the customer, Majority of them states that the service is Very good(26 respondents),Good (68 respondents), Bad (6 respondents) and Very bad (0 respondents), respectively.

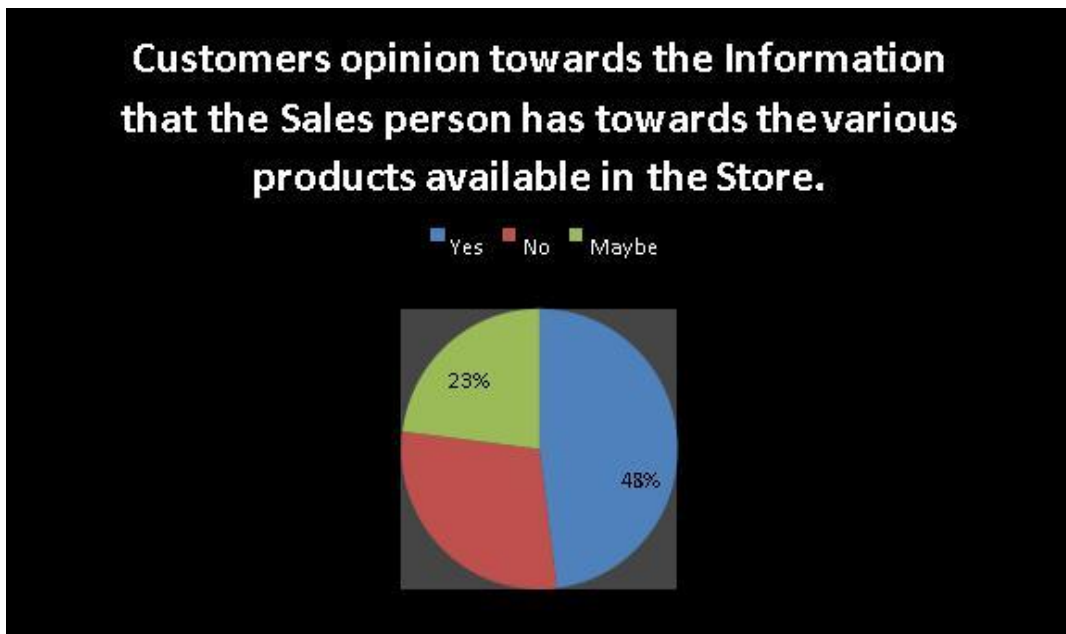
4.15 Table Representing the Customers opinion towards the Information that the Sales person has towards the various products available in the Store.

Opinion	Respondents
Yes	48
No	29
Maybe	23
Total	100

Data Analysis:

The Table above shows that majority of the customers have accepted that the sales persons has knowledge about the products (48 respondents) and No (29 respondents) and Maybe (23 respondents) respectively.

4.15 Chart Representing the Customers opinion towards the Information that the Sales person has towards the various products available in the Store.



Interpretation:

The Table above shows that majority of the customers have accepted that the sales persons has knowledge about the products 48% and No 29% and Maybe 23% respectively.

4.16 Table Representing the Pricing of the store.

Opinion	Respondent
Extremely fair	33
Better	40
Moderately better	20
Slightly fair	7
Not fair	0
Total	100

Data Analysis:

Most of the customers feels that the pricing of the store is Better(40 respondents), Extremely fair(33 respondents), Moderately better(20 respondents), Slightly fair(7 respondent), Not fair (0 respondent) Respectively.

4.16 Chart Representing the Pricing of the store.



Interpretation:

Most of the customers feels that the pricing of the store is Better with 40%, Extremely fair 33%, Moderately better 20%, Slightly fair 7%, Not fair 0%, Respectively.

4.17 Table Representing Quality of Designs of the products when compared to the other stores.

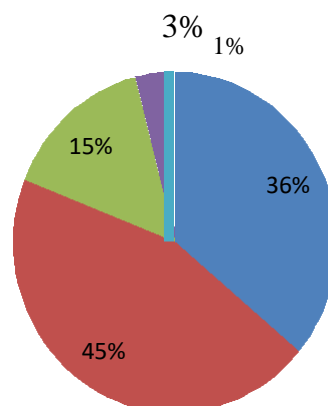
Opinion	Respondent
Extremely better	36%
Better	45%
Moderately better	15%
Slightly better	3%
Not better	1%
Total	100%

Data Analysis:

Most of the customers feels that the Quality of Designs of the products when compared to the other stores is Better(45 respondents), Extremely Better(36 respondents), Moderately better(15 respondents), Slightly better(3 respondent), Not better (1 respondent) Respectively.

4.17 Chart Representing Quality of Designs of the products when compared to the other stores.

Quality of Designs of the products when compared to the other stores.



Interpretation:

Most of the customers feels that the Quality of Designs of the products when compared to the other stores is Better 45%, Extremely Better 3%, Moderately better 15, Slightly better 3%, Not better 1%, Respectively.

4.18 Table Depicting Customers opinion towards how organized the store is.

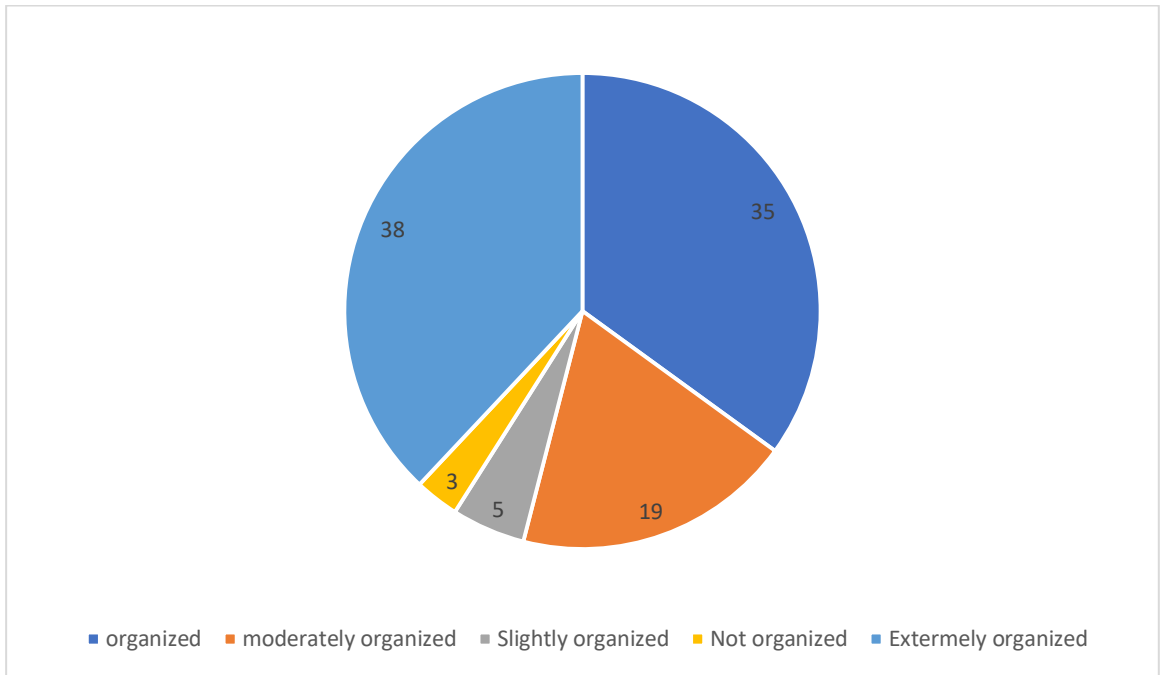
Opinion	Respondent
Extremely organized	38%
Organized	35%
Moderately organized	19%
Slightly organized	5%
Not organized	3%
Total	100%

Data Analysis:

Majority of the customers feels that the store is Extremely organized (38 respondents), Organized (35 respondents), Moderately organized (19 respondents), Slightly organized (5 respondents), Not Organized (3 respondents), Respectively.

4.18 Chart Depicting Customers opinion towards how organized the store is.

Interpretation:



Majority of the customers feels that the store is Extremely organized 38%, Organized 35%, Moderately organized 19%, Slightly organized 5%, Not Organized 3%, Respectively.

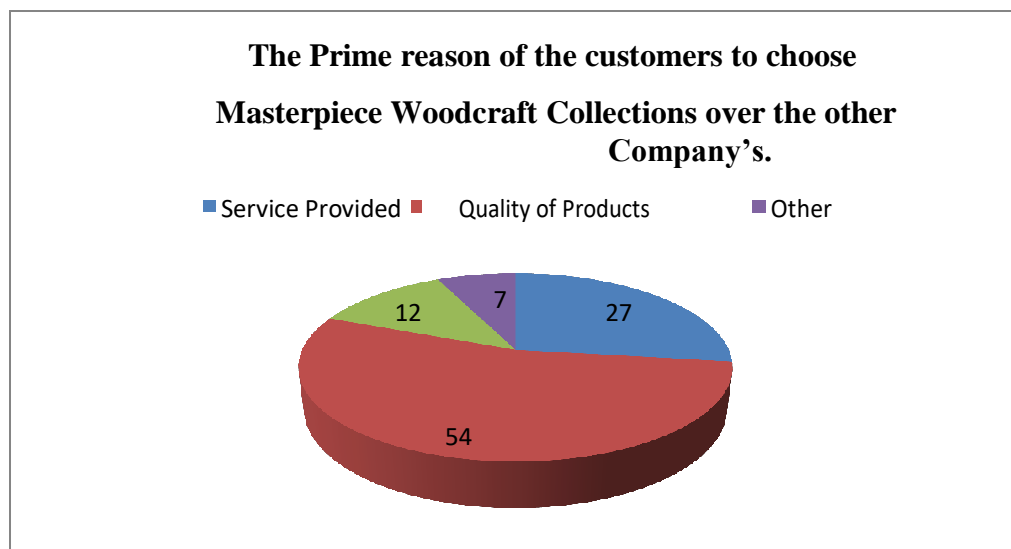
4.19 Table Representing the Prime reason of the customers to choose Masterpiece Woodcraft Collections over the other Company's.

Opinion	Respondents
Service provided	27
Quality of Products	54
Pricing	12
Others	7
Total	100

Data Analysis:

Most of the respondents state that the prime reason for choosing Masterpiece Woodcraft Collections over the other Company's is because of the Quality of the Products(54 respondents), following with service provided (27 respondents), Pricing (12 respondents), others (7 respondents) Respectively.

4.19 Chart Representing the Prime reason of the customers to choose Masterpiece Woodcraft Collections over the other Company's.



Interpretation:

Most of the respondents state that the prime reason for choosing Masterpiece Woodcraft Collections over the other Company's is because of the Quality of the Products 54%,

following with service provided 27%, Pricing 12%, others 7%, Respectively.

4.20. Table Representing The overall level of satisfaction of the customers towards the services offered by Woodcraft Masterpiece Collections.

Opinion	Respondents
Satisfied	50
Very satisfied	32
Neutral	18
Dissatisfied	0
Very dissatisfied	0
Total	100

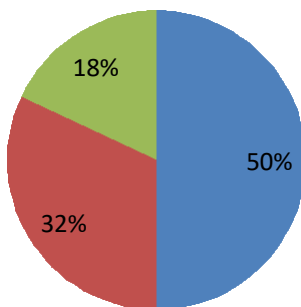
Data Analysis:

Majority of the Customers states that they are Very satisfied(50 respondents), following with Satisfied(32 Respondents), Neutral (18 respondents), Dissatisfied and Very Dissatisfied with (0 Respondents) respectively.

4.20 Chart Representing The overall level of satisfaction of the customers towards the services offered by Woodcraft Masterpiece Collections.

Overall level of satisfaction of the customers towards the services offered by Woodcraft Masterpiece Collections.

■ Satisfied ■ Very satisfied ■ Neutral ■ Dissatisfied ■ Very dissatisfied



Interpretation:

Majority of the Customers states that they are Very satisfied 50% following with Satisfied 32%, Neutral 18%, Dissatisfied and Very Dissatisfied with 0% Respectively.

CHAPTER 5

FINDIND SUGESSTION AND CONCLUSION

5.1 Findings:

- Compared to women, Majority of the respondent belong to the male category.
- It I clearly found out that most of the customers belongs to the age group of 20-30.
- Most of the Customers state that the Responsiveness in Dealing with them is very good.
- Customers Rate the Products and services and the company's effort towards meeting the customers' expectations is Very good.
- Majority of the customers have rated that the Professionalism of the company towards the customers is Very good.
- The delivery on time, performance and the company's commitment to meet the customer expectation is Good
- The competitiveness of the company's product and there best value for total cost of lifetime ownership is Good.
- The Quality management to ensure complete customer satisfaction is Good.
- Majority of the respondents have told that the after sales services in the company are Good.
- It is clear that majority of the customers face a little difficulty in dealing with the company.
- And, Further the customer is also stated that the company very often takes precautions to rectify the problems faced by the company.
- Most of the customers have accepted to the fact that the company gives offers and discounts sometime.
- Customers have told that they would recommend the company to others Very likely.
- Large portion of the respondents have told that their experience towards being an customer of the company was Good.
- The Responds of the sales person to the customers was Good.
- Most of the Customers have told that the sales person has enough knowledge about the various products available in the store.
- The Customers feels that the Company is Better When compared with the rival company in terms of the pricing.

- Majority of the customers have said that the company is better with reference to the designs of the product that they offer.
- Most of the customers have told that the store is Extremely organized.
- Many Respondents have responded that the prime reason for choosing the company is because of the Quality of the products that they offer.
- Majority of the Customers are Satisfied with the services offered by Woodcraft masterpiece collection.

5.2 Suggestion:

- The company should make sure that the customers are not facing any difficulty in dealing with sales person.
- The company should see to it that the sales person is given enough training about the various products and services that is offered by them.
- The company should give good offers and services to its customers in order to maintain an good rapper with the existing customers and to attract new customers into the store.
- The after sales service should be given a lot of importance because it is very much necessary for the company to take care of the customer even after the service is offered.
- The company should concentrate more towards the quality of the service that is offered to the customers and should maintain the same to retain its customers.
- In a developing country like India the customers are highly price sensitive, hence the company should be very clear on pricing each and every product very carefully.

5.3 Conclusion:

This project was done with the view to study “Level of customer satisfaction towards the services offered by woodcraft Masterpiece collection”.

Customers plays an Vital role in any organization for that matter, hence it is highly important for each and every organization to concentrate on maintain the level of satisfaction of the customer and maintain a good relationship with the customer and gain better goodwill from them.

In the research that was conducted to know the level of satisfaction of the customers with reference to the service offered in Woodcraft masterpiece collections, the Customers are Satisfied with the services that is offered by them. It is further advisable for the company to maintain the same kind of relationship with the customers and look after the various problems and difficulties faced by them and rectify their problems immediately in order to make the customer feel comfortable and delighted about the company.

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