

STUDY ON CUSTOMER SATISFACTION TOWARDS SRI SHAKTHI LEATHER ENTERPRISES

Submitted in partial fulfilment of the requirements for the award of

Bachelor of Commerce

by

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC

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SATHYABAMA

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **Cheran. R (40740053)** who carried out the Project Training at "**Sri Shakthi leather enterprises**" under our supervision for a period of 3 months from January 2023 to March 2023.

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DECLARATION

I **CHERAN.R (40740053)** hereby declare that the Project work done by me under the guidance of **DR. RANI.J (Internal)** and **MS. LATHA (External)** at **SRI SHAKTHI LEATHER ENTERPRISES No. 32 ANNA SALAI. GOKULAM COLONY. NAGALKENI CHROMPET. CHENNAI. TAMIL NADU 600044** is submitted in partial fulfilment of the requirements for the award of Bachelor of Commerce.

DATE: 29.04.2023

PLACE: CHENNAI



SIGNATURE OF THE CANDIDATE

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CHERAN.R

ABSTRACT

Customer satisfaction is the primary source of any business activity, is most important in the business. The main objective of the study is to find out the customer satisfaction and loyalty towards SRI SHAKTHI LEATHER ENTERPRISES. Descriptive research is followed in this research. The universe of the population includes the respondents who are the consumers of SRI SHAKTHI LEATHER ENTERPRISES with respect to Chromepet. The samples (i.e., sample size 50) were selected among the consumers of Biscuits, in Chromepet for this research. The major findings of the study are, most (90%) of the respondents are willing to recommend Sri Shakthi leather enterprises to their friends and relatives. From the research, it is concluded that the demographic variables such as age group, gender and occupation are having less impact on the factors of customer satisfaction. The research outcome also indicates that, most of the customers are satisfied towards Sri Shakthi leather enterprises with respect to the chosen factors. articles explain about the customers satisfaction especially in the Leather industry. First part presents the concept of customer satisfaction and its place in current management models and tools. The following are the main theories on customer satisfaction with application on manufacture sector. The key factors affecting customer satisfaction is considered as: perceived service quality, perceived product quality and brand image. We intend also to explain why the ecological products have a more important role in the costume's perception.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION ON THE A STUDY ON CUSTOMER SATISFACTION OF SRI SHAKTHI LEATHER ENTERPRISES

Marketing is the methodology of communicating the value of a product or service to customers, for the purpose of selling that product or service. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing is the way companies interact with consumers to create relationships that are beneficial to both parties. Businesses use marketing to identify their audience before advertising to them. Today, this is most visible through social media interactions and contests. Market potential is the total amount of a product that customers will purchase within a specified period, at a specific level of industry wide marketing activity. Marketing begins with the fundamental idea that most human behavior is a purposeful quest for need satisfaction and this activity is rooted in “exchange” notion. Marketing requires the existence of two or more persons or groups each having certain wants, and possessing certain products. Each believes that his total satisfaction will be increased if he exchanges some of the products that he possesses for some of the products of the other party. Exchange is; therefore, the process of satisfying human wants via trade. The essence of marketing is an exchange or a transaction, intended to satisfy needs and wants. That is marketing is a human activity directed at satisfying needs and wants, through an exchange

1.2 INDUSTRY PROFILE

manufacturing sector producing a broad range of goods such as leather footwear, leather bags, leather garments, and so on. The raw material used in leather industry is derived from the waste product of food industry, specifically from meat processing. This waste product is converted into desirable and useful leather product

Although the leather tanning industry primarily utilizes the waste from the meat industry, it also involves the usage of many chemicals to convert the raw material into finished product. Thus, leather industry consumes resources and produces pollutants which are toxic and hazardous to the environment. For instance, in leather processing one metric ton of raw material is converted into only 200 kg of usable

leather product (comprising 3 kg of chromium). The solid and liquid waste includes about 250 kg of nontanned solid waste, 200 kg of tanned waste (comprising 3 kg of chromium), and 50,000 kg of wastewater effluent (comprising 5 kg of chromium). Altogether, one metric ton of raw material yields only 20% as finished leather product and more than 60% as solid and liquid waste including the highly carcinogenic heavy metal “chromium. Conversion of raw hide into leather requires several mechanical and chemical operations involving use of many chemicals in an aqueous medium, including acids, alkalis, chromium salts, tannins, solvents, auxiliaries, surfactants, acids, metallorganic dyes, natural or synthetic tanning agents, sulfonated oils, and salts. The quantity of effluent generated is about 30 L/kg hide or skin processed. The total quantity of effluent discharged by Indian tanneries is about 50,000 m³/day and contains high concentrations of organic pollutants (Tare et al., 2003).

Chromium is an important heavy metal used in leather, electroplating, and metallurgical industries. More than 170,000 tons of Cr wastes are discharged into the environment worldwide each year. In salted hides and skins were processed in about 3000 tanneries, which discharged a total of 30 billion liters of waste water with a concentration of suspended solids between 3000–5000 mg/L and chromium as Cr⁶ between 100–200 mg/L

Reduction and recycle of the various streams at source appear to be a good approach to dramatically decrease the present quality and quantity of effluent generated by this industry. Disposal of the sludge after biochemical treatment also has not been satisfactorily solved. Use of enzymes and microorganisms for dehairing and stabilizing could reduce the use of toxic metals and chemicals. However, the leather industry needs major breakthroughs to achieve nontoxic discharge. requires several mechanical and chemical operations involving many chemicals in an aqueous medium, including acids, alkalis, chromium salts, tannins, solvents, auxiliaries, surfactants, acids, and metalorganic dyes; natural or synthetic tanning agents; sulfonated oils, and salts. The quantity of effluent generated is about 30 L for every kilogram of hide or skin processed. The total quantity of effluent discharged by Indian tanneries is about 50,000 m³/day and contains high concentrate

Size of the Industry

Total sales of shoes have reached Rs. 3500 cores in 2018 05 from Rs. 5000 cores in 2023₀₁.

OVERVIEW OF LEATHER INDUSTRY WASTE

The industrial waste generated from developing countries, such as China and India, seems to be rapidly increasing, whereas in developed countries, the industrial waste is in a stable condition and forecasted to be decreasing in the future. The underlying problem is that collection, segregation, and recycling of waste in developing countries are very low when compared to developed countries. This shows that developing nations are facing more challenges related to industrial waste.

Leather-processing technology has evolved naturally as a traditional practice to an industrial process. The leather manufacturing processes produce considerable quantum of solid, liquid, and gaseous wastes

MAKING INDUSTRY

Leather industry is a very old manufacturing sector producing a broad range of goods such as leather footwear, leather bags, leather garments, and so on. The raw material used in leather industry is derived from the waste product of food industry, specifically from meat processing

1.3 COMPANY PROFILE

Our tannery business is started on 1996. Now we have 1 Leather tannery where we process 99 thousand sq. ft. of cow and goat leather. At 2014, we have started TRI SHAKTHI ENTERPRISES, which is one of the best export 100% export oriented Leather, Leather Goods & footwear manufacturing company in France, Portugal and more country produces all kinds of crash & finish leather, leather goods and footwear in all categories for all. At 2014, we have started our Leather Goods unit in 2014 and trained enough manpower to produce all kind of leather good items like wallet, belt, handbag, ladies bag, laptop bag, office bag, side bag etc . We have also made gift item such as Diary cover, key ring, photo stand, passport cover, card holder etc. We already have attractive classy buyers from various countries for leather goods. Our values determine how we treat our clients. It defines who we are and how we do our jobs. It also helps us to work together in the most effective way.

TYPE'S OF LEATHE

Leather splits, cattle hide

Skins, hides and leathers, ovine (sheep), caprine (goat) and

Rawhides and leathers, goat, sheep and deerskin

Leather, goatskin

Skins, hides and leathers, processed

Leather, cattle hide, patent

Leather, cattle hide, nubuck

Leather, cattle hide, grained and tawed

Leather, cattle hide, velvet

Leather, cattle hide, sueded

Leather, cattle hide, metallised

Leather, sheep, goat or deer hide, embossed

Leather, sheep, goat or deer hide, curried and dressed

Leather, ovine (sheep), caprine (goat) and deer, press cut

Skins, hides and leathers, by use

Leather, ovine (sheep) and caprine (goat), for saddlery Leather, ovine (sheep), caprine (goat) and deer, for footwear

Leather, ovine (sheep) and caprine (goat), for fancy goods

Leather, ovine (sheep) and caprine (goat), for travel goods

Other Services

We believe in end to end satisfaction of our customers

Deals with

- France
 - Portugal
 - Metro brand
- Local shoe shop

Focus on our Customer:

we ensure that a great deal of attention is given to customer relations. Our teams anticipate the needs of the clients and ensure them a positive experience. Our philosophy revolves around the customers & understanding and satisfying our needs.

1.4 STATEMENT OF THE STUDY

Leather industry has acquired a new significance in the recent times. Not only leather, footwear and different types of leather goods are required to meet the essential needs of the population of the state and the country, there is now very promising and large potential for export of these items from the country and the state. As in all other sectors of our life, remarkable modernisation has taken place in leather industry in the world, compared to international standards and also the progress made in some other parts of the country, leather industry in chennai is really languishing in its traditional and undeveloped form, suffering from the characteristic of wastage, inefficiency in production, low VIII quality, narrowness of production base, absence of diversification, lack of modernisation and lack of thrust for export for which there is unlimited scope of our coxuntry and state. There may be different reasons for this state of affairs. Central and State governments, their agencies, traders manufacturers, artisans, export organisations and other often concerned with the industry have been talking about the problems of the industry from their own point of view at different forums without having been able to establish effective communication and integration with the other in the system and without getting right solution to the problems being raised. This leads to choose the present topic "problem and prospects of

Leather industry in SRI SHAKTHI LEATHER ENTERPRISES," under this topic an attempt has been made to analyses . development of the leather industry SRI SHAKTHI LEATHER , And thereby tried to provide certain suggestions to overcome these problems.

1.5 NEED FOR THE STUDY

- It helps to determine the trading feedback of customers to improve the quality service to the customer
- It is a process of studying the customer satisfaction
- It helps to built a long term relationship with customer
- he importance of customer satisfaction. Customer satisfaction is important because it illustrates whether your customer base likes what you're doing.

Research shows that high satisfaction leads to greater customer retention, higher lifetime value, and a stronger brand reputation

- Customer satisfaction research is that area of marketing research, customer intelligence, and customer analytics which focuses on customers' perceptions with their shopping or purchase experience.
- Net Promoter Score (NPS)
- Customer Satisfaction Score (CSAT)
- Customer Effort Score (CES)
- Product-Market Fit (PMF)

Customer-journey consistency. ..

- Emotional consistency. ...
- Communication consistency.
- in shoes are comfort, quality, price and design. 50% of the consumers enquired responded that they cannot find the shoes they want, pointing lack of comfort as the main reason for that

1.6 SCOPE FOR THE STUDY

mindfulness and satisfaction of the customer. The customer satisfaction goals you should aim for are:

improving customer loyalty, increasing customer service satisfaction rates, increasing product advocacy, improving product usability, and driving successful cross-team collaboration.

1.7 OBJECTIVES OF THE STUDY

To analyze the factors influencing customer satisfaction towards SRI SHAKTHI LEATHER ENTERPRISES footwear

To know the product features attracting customers of SRI SHAKTHI LEATHER ENTERPRISES footwear.

To study the satisfaction level of customers towards footwear.

To analysis the level of satisfaction towards Sri Shakthi leather enterprises products.

To study the customer satisfaction level of Footwear by assessing and interviewing customers from different establishments.

To provide a set of empirical data that can link relationships for customer level of satisfaction.

1.8LIMITATION OF THE STUDY

- Selected customer Option is only based on satisfaction □ Availability of data.
- Time Constraints.
- Sample chose may not cover whole population, as sample size is small in extent to populace because of time and cost imperatives.
- Respondents may have felt wavering in giving data related to their age, pay and so forth. Along these lines, there can be a few information that may sketchy on account of unwillingness of respondents to give right data.
- Even a significant number of the respondents may give wrong feedback

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION TO REVIEW OF LITERATURE

udana Ni Made Ardanereswari Damayanti, Setiawan Putu Yudi(2021)The role of customer satisfaction METRO in mediating the effect of brand image and perceived quality on brand loyalty: a study on METRO brand consumers in Denpasar Footwear is one of the fashions for both men and women. One of the companies that produce well-known footwear brands is METRO. Based on the results of the presurvey, it was found that there were disloyal and dissatisfied customers. Customers do not make METRO their first choice, and there is still dissatisfaction with their design. The purpose of this study is to explain the role of customer satisfaction in mediating the influence of brand image and perceived quality on brand loyalty to Bata brand customers in Denpasar. Elizabeth Kelion, (2021)The study adopted a desktop literature review method (desk study). This involved an in-depth review of studies related to factors influencing growth of fashion leather shoes. This article reviewed recorded sources to present the current state of leather shoe industry Fridah Karimi Kobia, Godfrey Kinyua(2021)An Empirical Analysis of the Relationship between Product Development and Performance of Outlets of Bata Shoe Company in Nairobi City County, Kenya Performance of firms in the leather industry has experienced fluctuation in the last couple of years, a situation that has been compounded by availability of imported low cost second hand leather products in the market. Notably, manufacturers of leather products in Kenya have been overly exposed to intense price based competition, which has resulted in jostling and shift of market share amongst the players. It's therefore imperative for management of firms in the leather industry to embrace new ideas which can stimulate enhanced acceptability of locally manufactured leather products. P Makovholo, N Batyashe, T Sekgweleo, Tiko Iyamu (2017)Over the past two decades, there has been rapid change in technologies and their innovations. Organisations' continuous increasing reliance on information technology (IT) is therefore challenged. This has inevitably caused many organisations to adopt "quick fixes", to support and enable their strategies. What is even more problematic is how the technologies are innovatively used or diffused,

which is expected to transform, support and enable competitiveness. Taposh Ranjan Sarker 2017, "Customer perception towards two giant footwear companies: "A study on standard procedure and time setting for servicing of single jersey and double jersey knitting machines is done in this work. Servicing is a very vital point for keeping machine performance well and for better fabric quality. Here we worked on single jersey and double jersey knitting machines servicing procedure and time setting

Viju Mathew, 2016, The leather supply value chain is that it provides an integrated approach to determine and become aware of the problems and constraints from the basic level of rearing animals for the raw skin to purchase and use of finished leather products by the customers. Ravi Anupindi 2006, Processes are core technologies of all organizations for producing and delivering products that satisfy customer needs "Leather tanning" is a general term for the numerous processing steps involved in converting animal hides or skins into finished leather. Trimming, soaking, fleshing, 25 and unhairing, the first steps of the process, are referred to as the beam house operations. Bating, pickling, tanning, wringing, and splitting are referred to as tan yard processes. Finishing processes include conditioning, staking, dry milling, buffing, spray finishing, and plating accurate for its purpose, complete in terms of substance, reliable and targeted to the right audience (DeLone and McLean, 2003). Business profit depends on selling products.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Definition:

Research design is the framework of research methods and techniques choose by a researcher to conduct a study . the design allows researchs to sharpen the research method suitable for subject matter and setup their study for success
The research design afobted for the descriptive research the descriptive research focus on the accurate description of the variable present in the problem

The research instrument:

- Online service
- Customer feed back forms
- Secondary analysis
- Social media analysis

3.2 SOURCES OF DATA

Data has been directly collected from the customers who use leather shoes for the target audience or the customers of the Sri Shakthi leather enterprises and Management. Data also collected directly from the client acquisition and retention teams

Through their valuable feedbacks, customer feedback is being recorded through call recording and also in the digital feedback option.

PRIMARY DATA:

For a study of this nature primary data is collected through Questionnaire. Information obtained from the original source by research is called Primary Data. They offer much greater accuracy and reliability. The data was collected from the respondents through the questionnaire.

SECONDARY DATA:

In means data that are already available i.e. it refers to the data which have already been collected and analyzed by someone else. The data was collected from the websites and journals.

3.3 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained customer satisfaction level of using leather shoes made by Sri Shakthi leather enterprises and management

3.3.1 SECTION 1 : PERSONAL QUESTION

1. Name
2. Gender
 - a) Male
 - b) Female
 - c) Prefer not to say
3. Age
 - a) 20 – 30
 - b) 31- 40
 - c) 41 – 50
 - d) Above 50
4. Qualification
 - a) UG
 - b) PG
 - c) Diploma
 - d) Others

3.3.2 SECTION 2: QUESTION RELATED TO TOPIC

5. How often do you use cowhide shoes
 - a) weekly
 - b) Monthly
 - c) Rarely
 - d) Never used
6. what kind of leather shoes do you use
 - a) Cowhide
 - b) Goat skin
 - c) Sheepskin
 - d) Crocodile leather
- 7) How likely are you to recommend a cowhide shoes to your friends

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

8) In your opinion, What will you prefer the most

- a) Cowhide shoes
- b) Goat skin
- c) Sheepskin
- d) Horsehide skin shoes

9) How many other people in your house use this product

- a) 0-1
- b) 2-3
- c) 4-5

10) Does our product perfectly fit in the current market?

- a. Yes
- b. No

11) Which promotional factor made to buy the shoes

- a) Advertisement
- b) Recommended by friends
- c) Government rule
- d) Social rule

12) Which factor makes you to move to other products?

- a) Price
- b) Availability
- c) Easy to use

13) How would you rate your most recent experience with us

- a) 1
- b) 2
- c) 3
- d) 4

14) Have you ever felt disappointed in shoes through Shakthi leather

- a) Yes
- b) No

15) How Shakthi leather enterprises treated you as a customer a)

Satisfied

- b) Medium
- c) Not Satisfied

16) What is the major problem faced while trying to reach us ?

- a) Call not attend
- b) No proper response
- c) Problem not rectified
- d) No issues

17) Do you face any defective or uncomfortable while using our shoes

- a) No issues
- b) yes

18) Are you from Chennai

- a) Yes
- b) No

3.4 SAMPLE SIZE

Sample size refers to the number of participants or observations included in a study. This number is usually represented by n . The size of a sample influences two statistical properties.

150 respondents are chosen as a sample size for the study.

3.5 SAMPLING TECHNIQUE

The simple random sampling method was used for the primary data collection. Simple random sampling is the basic sampling technique where we select a group of subjects (a sample) for study from a larger group (a population). Each individual is chosen entirely by chance and each member of the population has an equal chance of being included in the sample. Every possible sample of a given size has the same chance of selection; i.e. each member of the population is equally to be chosen stage in the sampling process. There are two types of sampling techniques.

The sample technique adopted for this study is convenient technique

3.6 PERIOD OF STUDY

The period of study is January 2023 through March 2023.

3.7 ANALYTICAL TOOLS

analysis and interpretation of primary data percentage analysis is to be used mainly due to qualitative nature of data and bar diagram are to be used to represent them in pictorial form.

- Percentage analysis:

It refers to a special kind of rate, percentages are used in making comparison between two or more series of data. A percentage is used to determine the relationship between the series.

* Percentage = (no of employees/total no of employees) 100

CHAPTER 4 DATA ANALYSIS AND INTERPRETATION

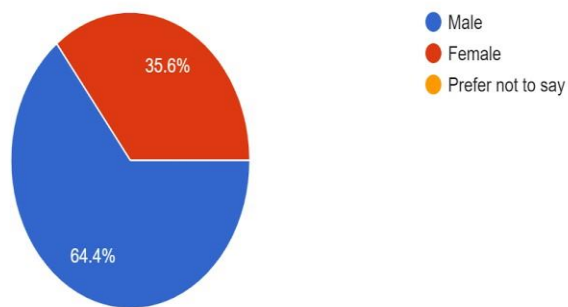
4.1.PERCENTAGE ANALYSIS

4.1.1: Table showing Gender wise classification of the respondents

Gender	No.of Respondents	Percentage
Male	67	35.6
Female	37	64.4
Total	104	100.00

4.1.1: Chart showing Gender wise classification of the respondents

2.Gender
104 responses



Interpretation

From the above table it is interpreted that the number of respondents male of respondents are 65%, Female of respondents 35%

Inference

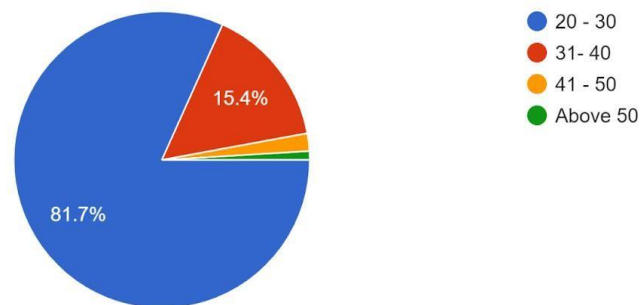
Majority (65%) of the respondents are male.

4.1.2: Table showing Gender wise classification of the respondents

Age	No.of Respondents	Percentage
-----	-------------------	------------

20-30	82	82%
31-40	15	16%
41-50	3	1%
Above	2	1%
Total	104	100%

3.Age
104 responses



4.1.2: Diagram showing Age wise classification of the respondents

Interpretation

From the above table it is interpreted that the number of respondents 20-30 of respondents are 81.7%, 31-40 of respondents 15.4%, 41-50 of respondents 1.9% and above 50 of respondents of 1%

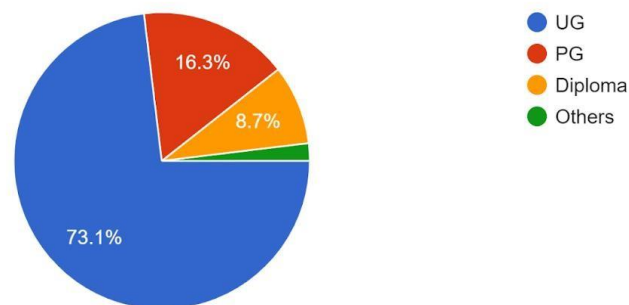
Inference

Majority (81.7%) of the respondents are 20-30.

4.1.3: Table showing educational qualification wise classification of the respondents

Educational qualification	No.of Respondents	Percentage
UG	73	73.1
PG	16	16.3
DIPLOMA	9	8.7
OTHERS	6	1.9
Total	104	100

4.Qualification
104 responses



4.1.3.1 Diagram showing educational qualification wise classification of the respondents

Interpretation

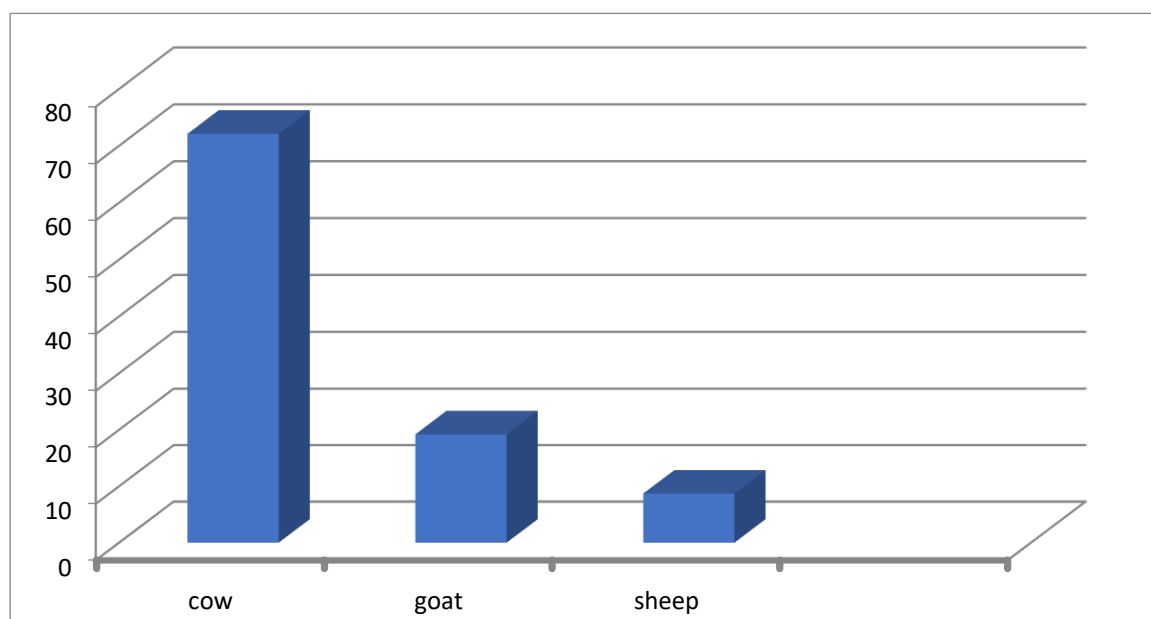
From the above table it is interpreted that the number of respondents UG of respondents are 73.1%, PG of respondents 16.3% , diploma of respondents 8.7 % and other of respondents 1.9 %

Inference

Majority (73.1%) of the respondents are UG.

4.1.4. In your opinion, What will you prefer the most

Mostly use	No.of Respondents	Percentage
Cowhide shoes	78	75
Goat skin	15	14.4
Sheepskin shoes	5	4.8
Crocodile leather	6	5.8
Total	104	100



4.1.4.1 graphs showing mostly preferred wise classification of the respondents

Interpretation

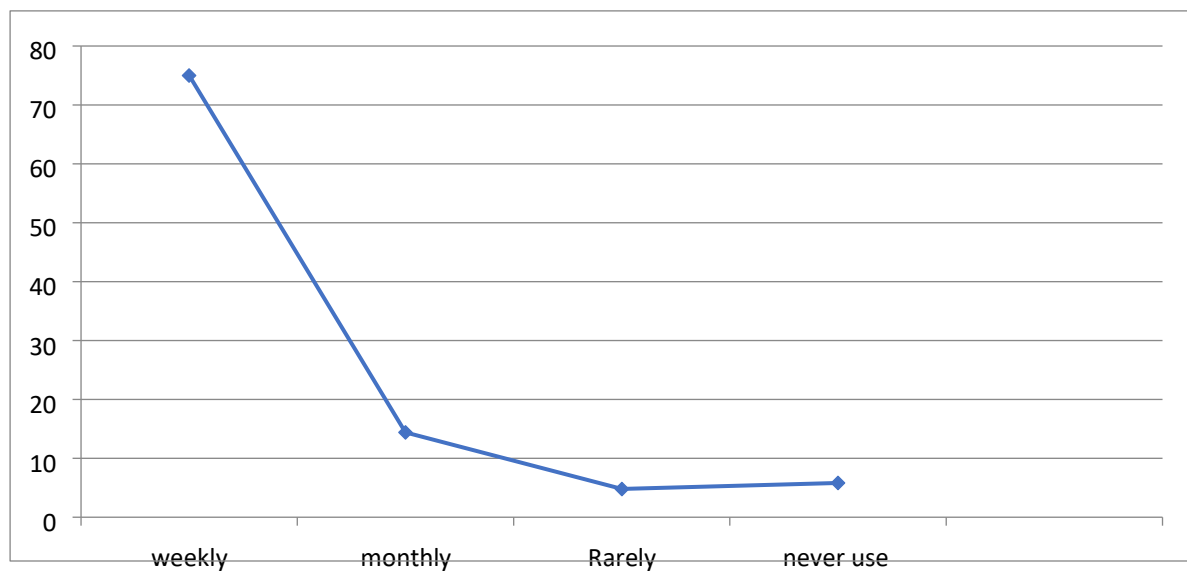
From the above table it is interpreted that the number of respondents cowhide shoes of respondents are 75%, Goat skin shoes of respondents 14.4% , sheepskin shoes of respondents crocodile leather and Above 15 of respondents 5.8

Inference

Majority (75%) of the respondents are cowhide shoes

4.1.5: How often do you use cowhide shoes

option	No.of Respondents	Percentage
Weekly	75	72.1
Monthly	20	19.2
Rarely	9	8.7
Total	104	100



4.1.5.1 How often do you use cowhide shoes

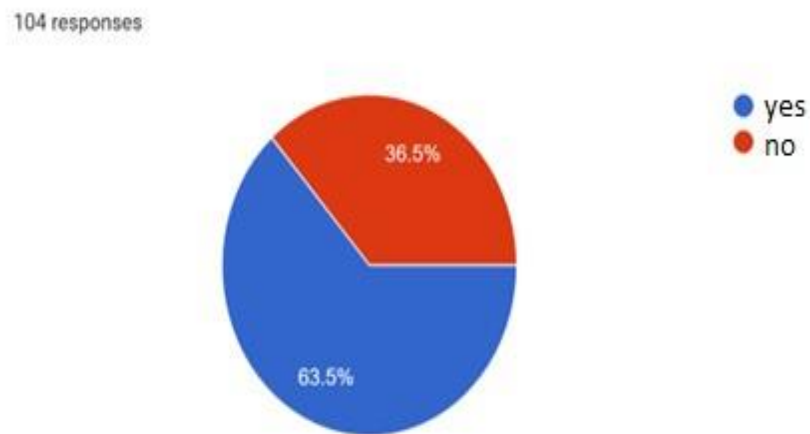
Interpretation

From the above table it is interpreted that the number of respondents weekly of respondents are 72.1%, Monthly of respondents 19.2% , rarely of respondent 8.7 and never used respondents 8.7

Inference

Majority (72.1%) of the respondents are weekly use

Does our product perfectly fit in the current market?



4.1.6: Does our product perfectly fit in the current market

Interpretation

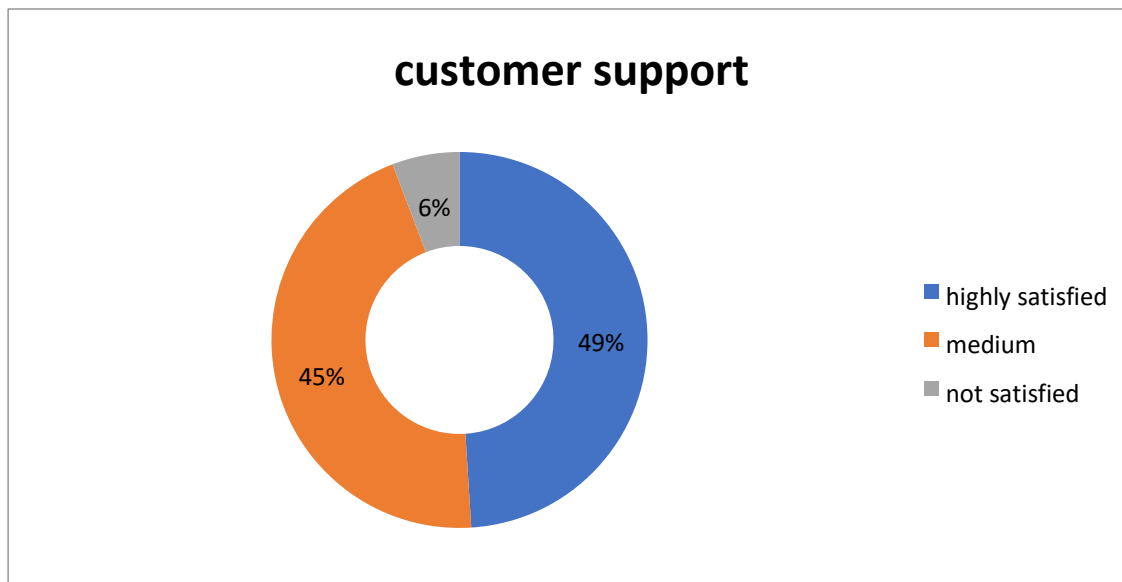
From the above table it is interpreted that the number of respondents yes of respondents are 63.5%, No of respondents 36.5%

Inference

Majority (63.5%) of the respondents are yes

4.1.7: How Shakthi leather enterprises treated you as a customer

Option	No.of Respondents	Percentage
Highly satisfied	51	49
Medium	47	45.2
Not satisfied	6	5.8
Total	104	100



Interpretation

From the above table it is interpreted that the number of respondents Highly satisfied of respondents are 49%, medium of respondents 45% and not satisfied of responses 5.8

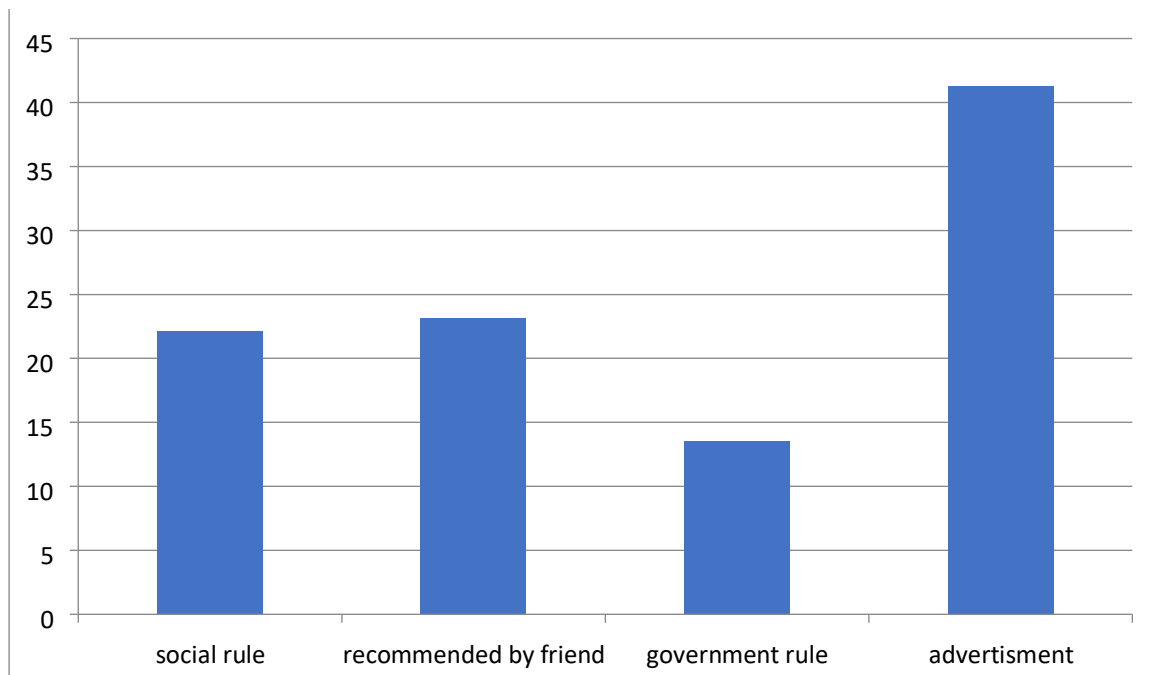
Inference

Majority (49%) of the respondents are not satisfied

4.1.8: Which promotional factor made to buy the shoes

Option	No.of Respondents	Percentage
Social rule	23	22.1
Recommended by friends	24	23.1
Government rule	14	13.5
Advertisement	43	41.3
total	104	100

4.1.8:



Interpretation

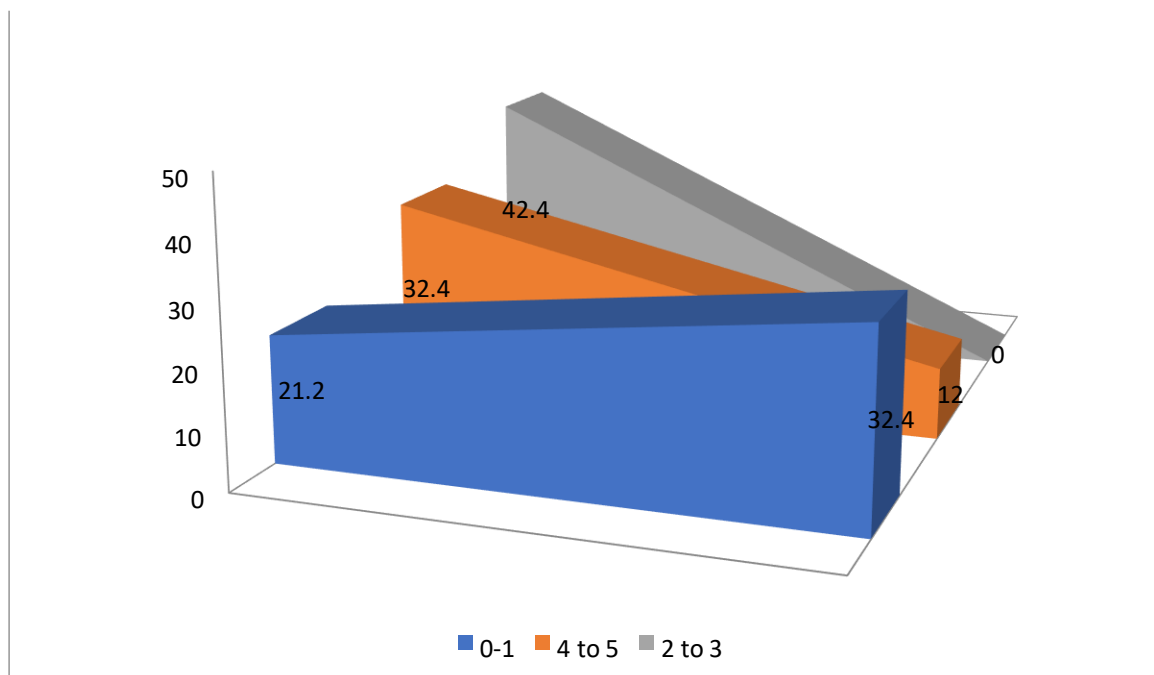
From the above table it is interpreted that the number of respondents social rule of respondents are 22.1 %, Recommended by friends response of respondents 23%.1 and government of respondent 13.5 and Advertisement of responses 41.3.

Inference

Majority (41.3%) of the respondents are no issues

4.1.9: How many other people in your house use this product

Option	No.of Respondents	Percentage
2-3	44	42.4
4-5	38	32.4
0-1	22	21.2
Total	104	100



From the above table it is interpreted that the number of respondents say 2 to 3 of respondents are 42.4 %, Say 4 to 5 of respondents 32.4% and say 0 to 1 of respondent 32.4.

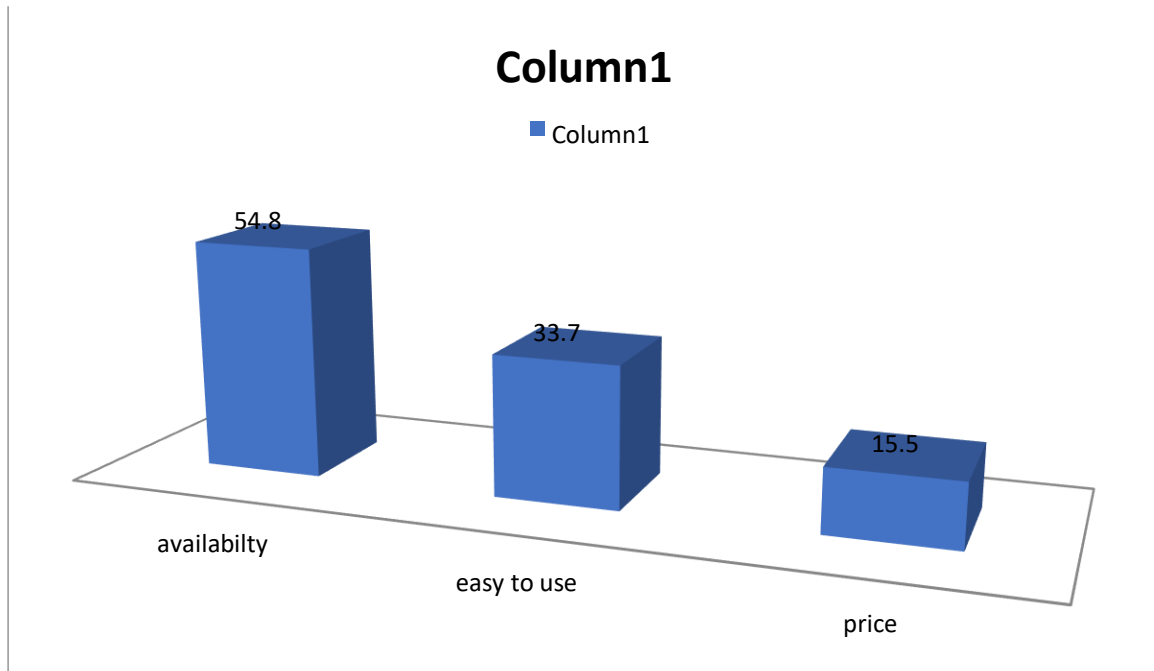
Interpretation

Inference

Majority (42.4%) of the respondents are said 2 to 3

4.1.10: Which factor makes you to move on to other product ?

Option	No.of Respondents	Percentage
Price	57	54.8
Availability	35	33.7
Easy to use	18	15.5
Total	104	100



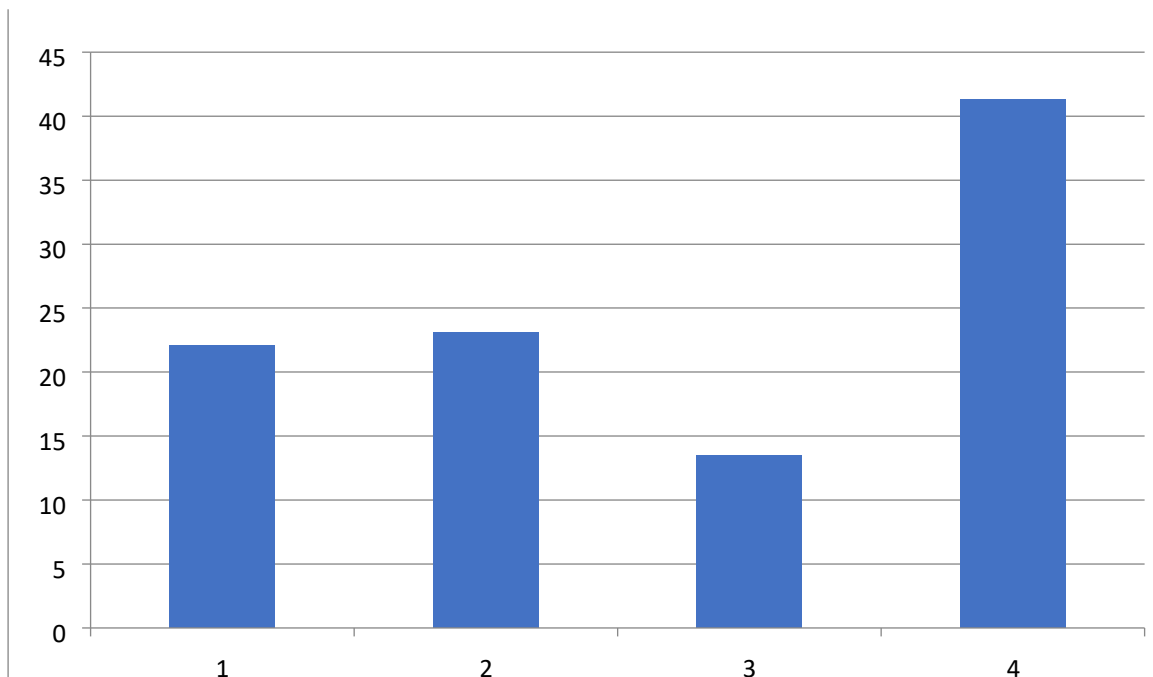
From the above table it is interpreted that the number of respondents availability of respondents are 54.8 %, Easy to use of respondents 33.7% and price of respondent 32.4.

Interpretation Inference

Majority (54.8.4%) of the respondents are availability

4.1.11: How would you rate your most recent experience with us

Option	No.of Respondents	Percentage
1	23	22.1
2	24	23.1
3	14	13.5
4	43	41.3
total	104	100



From the above table it is interpreted that the number of 1 of respondents are 22.1 %, no 2 of respondents 23%.3of respondent 13.5 and 4 of responses 41.3.

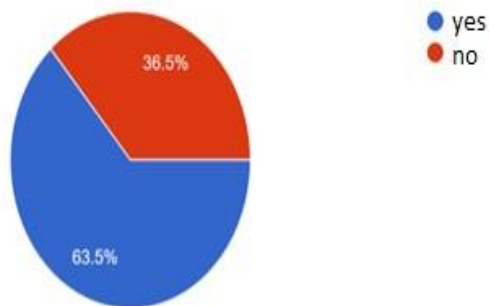
Interpretation

Inference

Majority (41.3%) of the respondents 5

4.1.12 Do you face any defective or uncomfortable while using our shoes

104 responses



Interpretation

From the above table it is interpreted that the number of respondents yes of respondents are 63.5%, No of respondents 36.5%

Inference

Majority (63.5%) of the respondents are yes

4.1.13: How likely are you to recommend a cowhide shoes to your friends

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	42	36
Agree	41	41
Neutral	6	5
Disagree	14	12
Strongly Disagree	1	6
Total	104	100

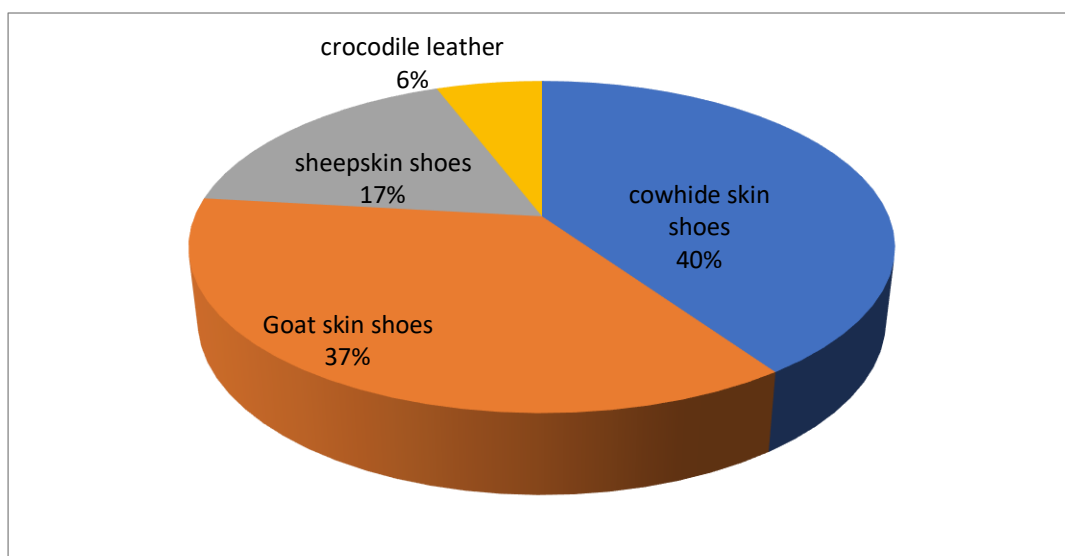


INFERENCE:

From the above table it is inferred that 41% of the respondents Agree that the SRI SHAKTHI LEATHER ENTERPRISES Recommend , and 5% of the respondents says Neutral about SRI SHAKTHI LEATHER ENTERPRISES to recommend a cowhide shoes to your friends to fac to recommend a cowhide shoes to your friends recommend to buy. Thus, Majority of the respondents Agree that the sri shakthi leather enterprises to recommend a cowhide shoes to your friends strongly agree

. 4.1.14: what kind of leather shoes do you use

Option	No of response	Percentage
Cowhide shoes	42	40.4
Goat skin	38	36.5
Sheepskin shoes	18	17.4
Crocodile leather	6	5.8
total	104	100



Interpretation

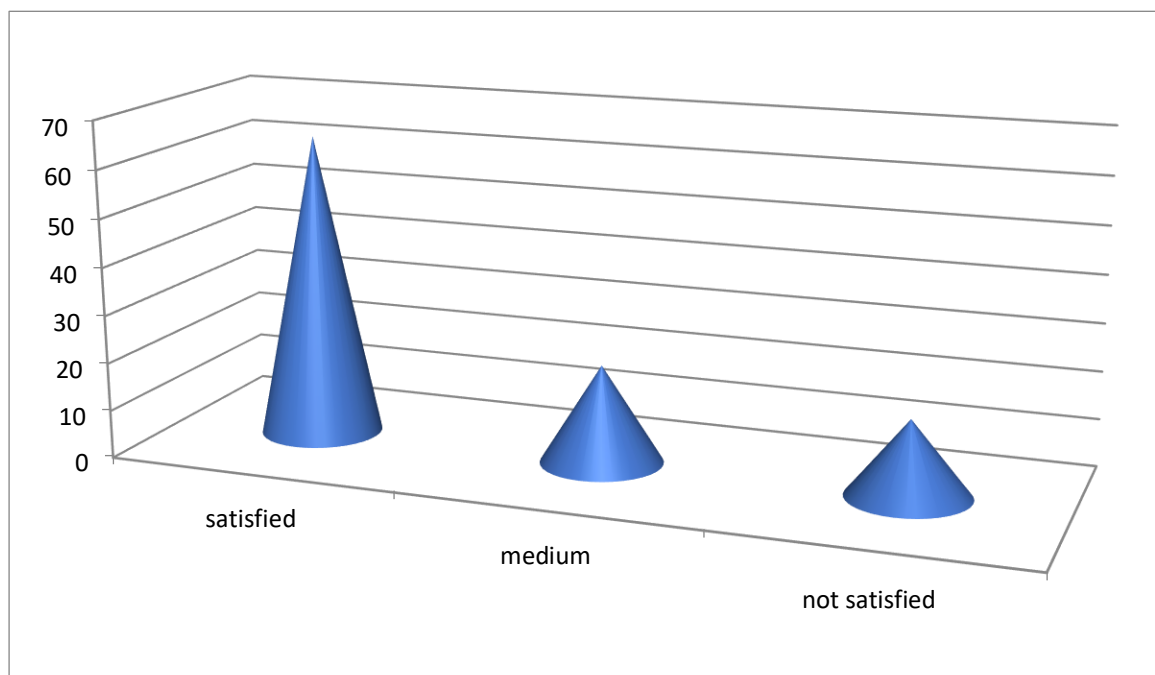
From the above table it is interpreted that the number of respondents cowhide shoes of respondents are 40%, Goat skin of respondents 17% and sheep skin of respondent 37%, crocodile leather of respondent 6%

Inference

Majority (40%) of the respondents are cow hide skin shoes

4.1.15 How Shakthi leather enterprises treated you as a customer

Option	No.of Respondents	Percentage
satisfied	66	63.5
medium	21	20.5
Not satisfied	17	16
Total	104	100



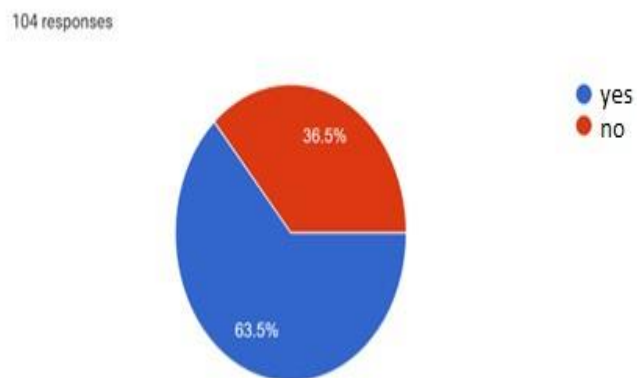
Interpretation

From the above table it is interpreted that the number of respondents satisfied of respondents are 63.5%, medium of respondents 20.5% and un satisfied approach 16

Inference

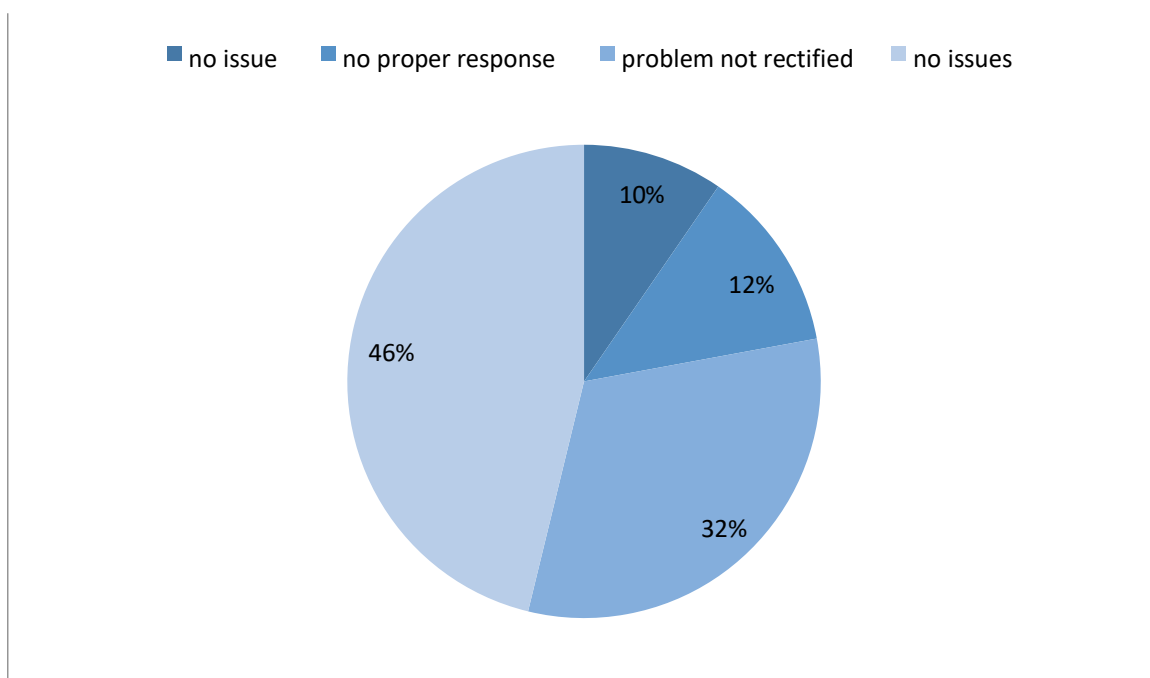
Majority (63.5%) of the respondents are Highly satisfied

4.1.16 Have you ever felt disappointed in shoes through Shakthi leather



4.1.17 What is the major problem faced while trying to reach us

Option	No of response	Percentage
No issue	10	9.6
No proper response	13	12.5
Problem not rectified	33	31.7
Call not attend	48	46.2
total	104	100



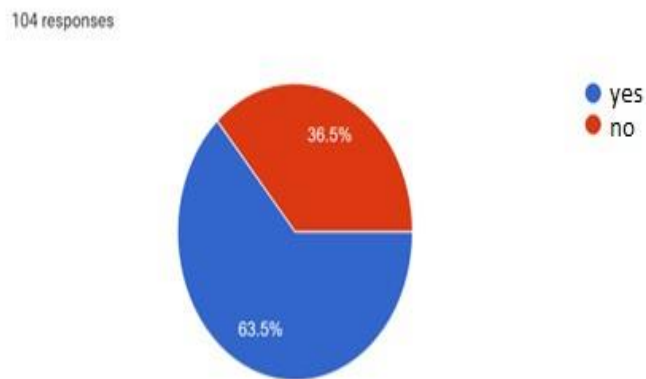
Interpretation

From the above table it is interpreted that the number of respondents no issue of respondents are 10%, no proper response of respondents 12% and problem not rectified of respondent 32%, call not attend of respondent 46%

Inference

Majority (46%) of the respondents call not attend

4.1.18 Are you from Chennai



CHAPTER 5

5.1 FINDINGS, SUGGESTIONS AND CONCLUSION

- Majority of the respondents are UG
- Majority of the respondents are belongs to the age group of 31-40 years of age ○
- Majority of the respondents are male.
- Majority of the respondents strongly agree that the cowhide shoes preffered an effective marketing strategy and implementing the tactics for an shoes make

- Majority of the respondents say good about the Price of SRI SHAKTHI LEATHER ENTERPRISES
- Majority of the respondents are strongly agree that the cow hide shoes recommend by SRI SHAKTHI LEATHER ENTERPRISES gives a good warranty for the shoes purchased by the customer
- Majority of the respondents say Ads is the most appealing promotional strategy used by METRO, and local shoes shop.
- Majority of the respondents agree that the SRI SHAKTHI LEATHER ENTERPRISES good value for money cheap and affordable
- Majority of the respondents strongly Agree that offers a choice of shoes in all leading parts of Chennai.
- Majority of the respondents agree that the satisfied product of SRI SHAKTHI LEATHER ENTERPRISES
- Majority of the respondents agree that the Customers never get defective product at SRI SHAKTHI LEATHER ENTERPRISES
- Majority of the respondents are satisfied about the of service marketing in SRI SHAKTHI LEATHER ENTERPRISES
- Majority of the respondents voted that they recommend the SRI SHAKTHI LEATHER ENTERPRISES to others for buying the Cow leather shoes
- Customers said that better service to need to improve service

5.2 SUGGESTIONS

™ The Product now enjoys a strong brand image, but to sustain it in future and to face competition the company has to improve some product attributes like quality, reliability, designs etc...

™ The company providing only retailer/dealer contest, there is no offers and promotions for general public, in a tough competing the company might raise the customer's expectation through new promotional measures.

™ The company may win the major market share when it launches new variant products in reasonable time intervals. The new varieties should be advertised among public through different Medias.

™ It is not easy to become the product leader in the market; the company is facing tough competition from the rivals, to become product leader the company has to formulate strategies to overcome the competition.

™ Try to reduce the wastages as much as possible to avoid expenses and losses

™ Provide control over pollution, and maintain good business environment throughout the production process.

5.3 CONCLUSION

Customer satisfaction has an important part in every industry. Now a day's every companies are struggling to exist in the market. But SRI SHKATHI LEATHER ENTERPRISES have a good place in the minds of the customers. Every company in the industry is looking for better opportunity to outshine other companies in the same industry. From the customer satisfaction survey received many customer suggestions to the company; it will help to improve the customer relation. The study was conducted in CHENNAI and the data collected through questionnaire from 104 sample respondents. From the study the researcher concluded the company having good brand image& customers are very much satisfied with the product & its services. In order to make the good become excellent the company needs to work on some product attribute as well as in promotion attributes.

REFERENCES

Sri shakti leather enterprises

<https://metrobrands.com/>

ANNEXURE(QUESTIONNAIRE)

1.Name

2. Gender

- a) Male
- b) Female
- c) Prefer not to say

3. Age

- a) 20 – 30
- b) 31- 40
- c) 41 – 50
- d) Above 50

4. Qualification

- a) UG
- b) PG
- c) Diploma
- d) Others

5. How often do you use cowhide shoes

- a) weekly
- b) Monthly
- c) Rarely
- d) Never used

6. what kind of leather shoes do you use

- e) Cowhide
- f) Goat skin
- g) Sheepskin
- h) Crocodile leather

7) How likely are you to recommend a cowhide shoes to your friends

- f) Strongly agree
- g) Agree
- h) Neutral
- i) Disagree
- j) Strongly disagree

8) In your opinion, What will you prefer the most

- e) Cowhide shoes
- f) Goat skin
- g) Sheepskin
- h) Horsehide skin shoes

9) How many other people in your house use this product

- d) 0-1
- e) 2-3
- f) 4-5

10) Does our product perfectly fit in the current market?

- c. Yes
- d. No

11) Which promotional factor made to buy the shoes

- e) Advertisement
- f) Recommended by friends
- g) Government rule
- h) Social rule

12) Which factor makes you to move to other products?

- d) Price
- e) Availability
- f) Easy to use

13) How would you rate your most recent experience with us

- e) 1
- f) 2
- g) 3
- h) 4

14) Have you ever felt disappointed in shoes through Shakthi leather

- a) Yes
- b) No

15) How Shakthi leather enterprises treated you as a customer a)

Satisfied

b) Medium

c) Not Satisfied

16) What is the major problem faced while trying to reach us ?

- a) Call not attend
- b) No proper response
- c) Problem not rectified
- d) No issues

17) Do you face any defective or uncomfortable while using our shoes

a) No issues

b) yes

18) Are you from Chennai

a) Yes

b) No

