

A STUDY ON THE IMPACT OF CUSTOMER SATISFACTION OF MARKETING TECHNIQUES WITH SPECIAL REFERENCE OF IGP ENGINEERS PVT LTD

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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REGISTER NO:42410025



DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A++" by NAAC | 12B Status by UGC |
CATEGORY - 1 UNIVERSITY BY UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI -600119**

December 2023



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC

DEPARTMENT OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **KAVIYA SRI.S 42410025** who carried out the Project Training “**A STUDY ON IMPACT OF CUSTOMER SATISFACTION OF MARKETING TECHINQUE WITH SPECIAL REFERENCE OF IGP ENGINEERS PVT LTD**” under my supervision from SEP 2023 to OCT 2023.

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Submitted for Viva voce Examination held on_____

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DECLARATION

I KAVIYA SRI.S (42410025) hereby declare that the Project Report entitled **“A STUDY ON IMPACT OF CUSTOMER SATISFACTION OF MARKETING TECHINQUE WITH SPECIAL REFERENCE OF IGP ENGINEERS PVT LTD”** done by me under the guidance of Dr.K.SASIREKHA BSc., B.Ed., MBA, PhD is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Management Studies who were helpful in many ways for the completion of the project

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Sathyabama Institute of Science and Technology,
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Sub: Permission to Undergo Internship

With reference to your letter, we are pleased to provide you permission for doing Internship from 13.09.2023 to 13.10.2023. During this period, you will be designated as "Trainee". After successful completion of the Internship we have been issued a certificate. This Internship period with our Company will entail dealing with important sensitive records, such information and other matters of the company which has to be kept confidential. If there is any breach of private information of the company without getting prior permission, the company is liable to issue legal notice. Also during the above mentioned Project period company will hold no responsibility on any health or medical related issues to your personnel.

For IGP ENGINEERS (P) LTD.

G. Iyyappan

AGM – Production

Manufacture of Metal and Non Metal Gaskets including Spiral Wound Gaskets, Metal Jacketed Gaskets, Ring Gaskets, Grooved Metal Gaskets, Monolithic Insulating Joints, Flange Insulating Kit Gaskets, Gates & Seats, Seat Laminar Seal, Valves and Well-head related components & Manufacture of Ferrous centrifugal casting components

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	Abstract	(i)
	List of tables	(ii)
	List of charts	(iii)
1	INTRODUCTION	
	1.1. Introduction	1
	1.2. Industry profile	13
	1.3. Company profile	16
	1.4. Statement of the problem	22
	1.5. Need of the study	23
	1.6. Objectives for the study	23
	1.7 Scope of the study	23
2	REVIEW OF LITERATURE	24
3	RESEARCH METHODOLOGY	
	3.1. Research Design	28
	3.2. Sampling Technique	28
	3.3. Sample size	29
	3.4. Sources of data	29
	3.5 Structure of the Questionnaire	29
	3.6. Area of the study	29
	3.8. Analytical Tools	29
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Correlation	48
	4.2 Chi-Square	49
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1. Findings of the study	50
	5.2. Suggestions & recommendations	51
	5.3. Conclusion	51
	References	52
	ANNEXURE – QUESTIONNAIRE	53
	ANNEXURE II - RESEARCH ARTICLE	57

ABSTRACT

This study aims to explore the relationship between customer satisfaction and marketing techniques, focusing on the specific case of IGP Engineers Pvt. Ltd. In today's competitive business environment, maintaining high levels of customer satisfaction is critical for the success of any organization. This research investigates how customer satisfaction influences marketing strategies and evaluates the effectiveness of these strategies at IGP Engineers Pvt. Ltd. The study employs a mixed-method approach, combining qualitative and quantitative research methods to provide a comprehensive analysis of the company's marketing practices and customer satisfaction.

LIST OF TABLES

Table no.	Particulars	Page no.
4.1.1	Gender of respondents	32
4.1.2	Age of respondents	33
4.1.3	Education qualification of respondents	34
4.1.4	Year of experience as a customer of IGP Engineers Pvt Ltd.	35
4.1.5	Customer purchasing product from IGP Engineers Pvt Ltd.	36
4.1.6	Customer interact with our Marketing team or representatives	37
4.1.7	Customer rate the professionalism and knowledge of our Marketing team.	38
4.1.8	Customer likely to make a purchase from company based on your interactions with our marketing team	39
4.1.9	Method of getting feedback from customer	40
4.1.10	The most important in determining factor that the customer satisfaction with IGP Engineers Pvt Ltd	41
4.1.11	The satisfied with customer satisfaction in IGP Engineers Pvt Ltd	42
4.1.12	Level of customer satisfaction received to met organization Marketing objective	43
4.1.13	Customer inquiries or issues were promptly addressed by IGP Engineers Pvt Ltd	44
4.1.14	Customer has suggestions to improving they satisfaction needs	45
4.1.15	Customer rate the satisfaction of communicate with IGP by both internally and externally	46
4.1.16	Customer will recommend IGP company products/services to others	47

TABLE OF CHARTS

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4.1.16	Customer will recommend IGP company products/services to others	47

CHAPTER 1

INTRODUCTION

1.1. INTRODUCTION

Marketing deals with identifying and meeting human and social needs. One of the shortest definitions of marketing is —meeting needs profitably. The objective of all business enterprises is to satisfy the needs and wants of the society. Marketing is, therefore, a basic function of all business firms. When a salesperson sells washing machines, a doctor treats a patient or a government asks people to take their children for getting polio drops, each is marketing something to the targets. emphasis on selling satisfaction 'and not merely on selling products. The activities have to be coordinated to develop the marketing mix, which provides maximum satisfaction to the customers.

That is why marketing research and product planning occupy an important role in marketing. The other important functions of marketing include: buying and assembling, selling, standardization, packing, storing, transportation, promotion, pricing, and risk bearing. Thus, the scope of marketing is very wide and no longer restricted to merely selling products.

Traditionally, small firm owners did not give as much importance to marketing as to other functions such as accountancy, production, and selling. Training programs, enterprise development, and the current thrust for competitiveness have now given high priority to promoting marketing awareness among small business owners, and marketing is now assuming its rightful place along with other business functions.

“Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others” – Philip Kotler

Customer satisfaction are intricately interconnected elements of a successful business strategy. Marketing plays a pivotal role in creating awareness and interest in a product or service, effectively laying the foundation for sales to occur. It identifies target audiences, communicates value propositions, and generates leads. Sales, on the other hand, are responsible for converting these leads into actual customers by addressing their specific needs and closing deals. However, the relationship doesn't end there; customer satisfaction is the key to long-term success. Satisfied customers not only provide repeat business but also serve as advocates, spreading positive word-of-mouth and attracting new prospects,

thus further fuelling the marketing and sales cycle. In this virtuous circle, each element relies on the others, reinforcing the importance of a cohesive and customer-centric approach to ensure sustained growth and profitability for any business.

THEORETICAL BACKGROUND

CUSTOMER SATISFACTION OF MARKETING TECHNIQUE IN IGP ENGINEERS PVT LTD:

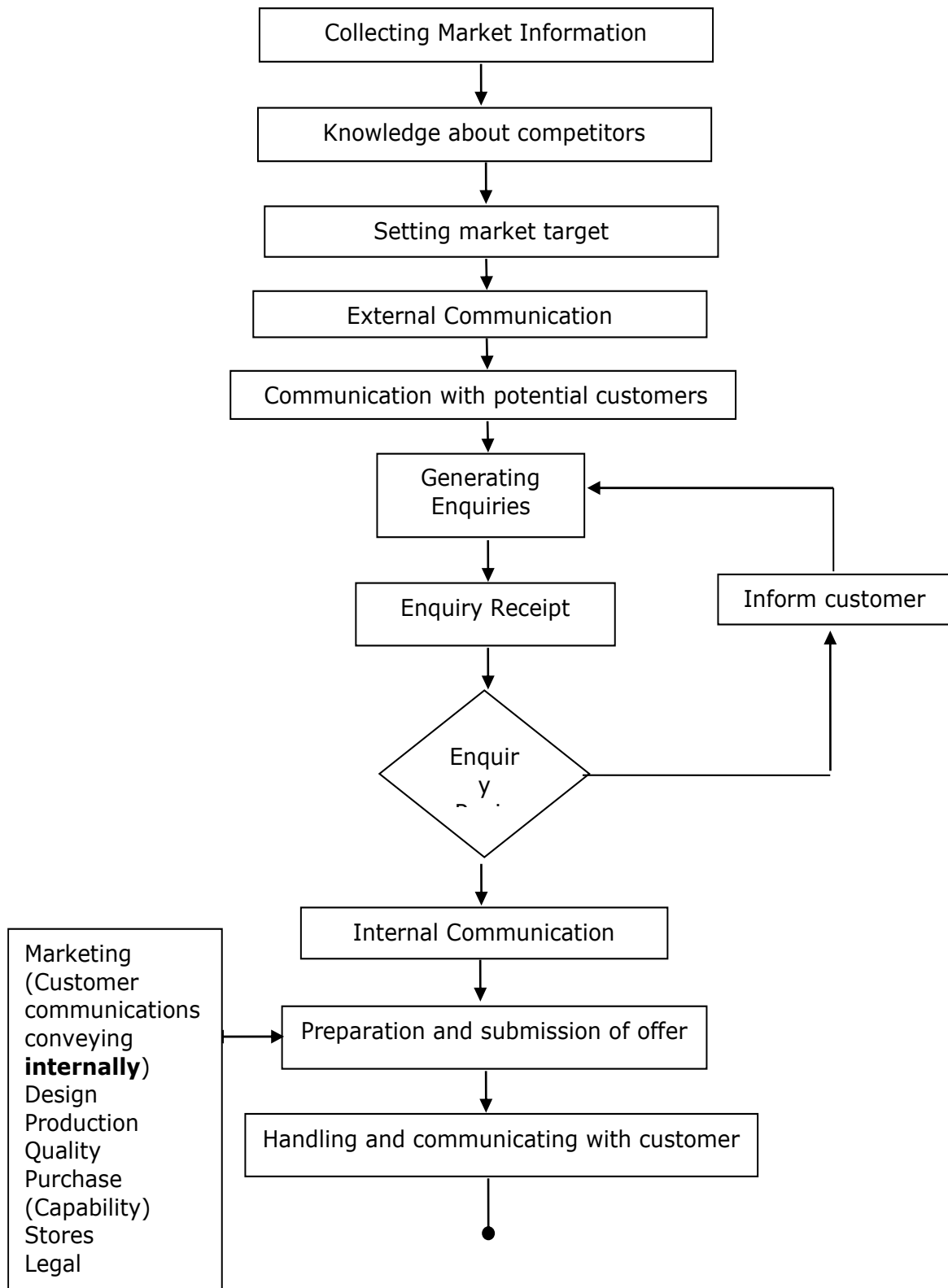
Marketing and customer satisfaction are three interrelated pillars that form the foundation of any successful business. Marketing, often considered the initial step in this triad, is the strategic process of identifying, attracting, and engaging potential customers. It involves crafting compelling messages, understanding consumer needs, and developing innovative strategies to promote products or services.

Sales, the next crucial component, is where the rubber meets the road. It is the art of converting interested prospects into paying customers. Sales professionals use their expertise to build relationships, address objections, and ultimately close deals. This stage demands effective communication, negotiation skills, and an in-depth understanding of the product or service being offered. Successful sales not only boost revenue but also serve as a litmus test for the effectiveness of marketing efforts.

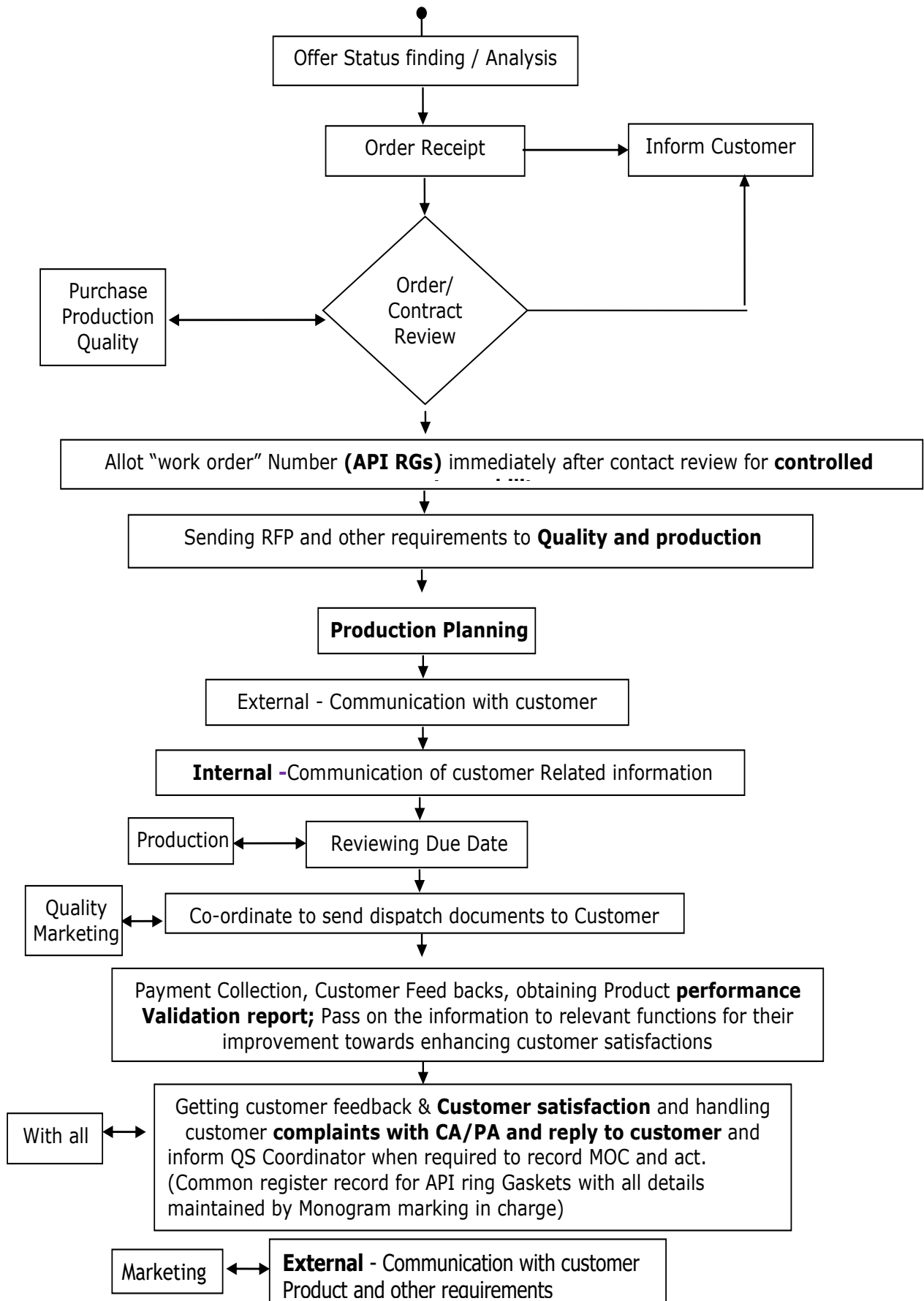
Customer satisfaction is the linchpin that ensures long-term success. Happy and satisfied customers are more likely to become loyal advocates who not only repeat purchases but also spread positive word-of-mouth. Achieving customer satisfaction involves delivering on promises, providing excellent post-purchase support, and continually seeking feedback to enhance products and services.

MARKETING PROCESS FLOW CHART OF IGP ENGINEERS PVT LTD:

ENQUIRY TO OFFER



ORDER TO DESPATCH & PAYMENT OF IGP ENGINEERS PVT LTD:



CUSTOMER SATISFACTION:

'Customer satisfaction' is a term that measures how products or services provided meet or surpass a customer's expectations. It is quantified in terms of Key performance Indicators as defined in the later part of this procedure. Few areas of interest are as under:

- Quality of product or service
- Delivery.
- Packing Quality
- Politeness, attentiveness, helpfulness, responses of interacting persons.
- Logistics convenience.

Satisfaction is a person's feelings of pleasure or is appointed resulting from comparing a product's, perceived performance in relation to his or her expectations. Satisfaction is a function of perceived performance and expectations. If the performance fails short of expectation, the customer is dissatisfied. If the performance matches the expectation, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Customer satisfaction is both a goal and a marketing tool. Company that achieves high customer satisfaction ratings make sure that their target market knows it.

the buyer is satisfied after purchase depends upon the offer performance in relation to the customer satisfaction can be defined as:- Satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance in relation to the person's expectations satisfaction level is a function of the difference between perceived performance and expectations of the successful business firms are aiming for total customer satisfaction which increase customer loyalty towards the product or services offered by the firm. $KPI = \frac{\text{total points obtained}}{\text{maximum point that can be obtained}} * 100$

PROCESS FOR RECEIVING AND ANALYSING CUSTOMER SATISFACTION DATA IN IGP ENGINEERS PVT LTD:

PURPOSE:

To monitor information relating to customer perception as to whether the organization has met customer specified requirements satisfactorily.

SCOPE

To plan, receive, compile and analyze the details in the customer satisfaction data form obtained from customers.

PROCEDURE:

Measurement and Analysis of Customer feedback to ascertain customer satisfaction will be done every year in the month of March and recorded with action taken and submitted in the annual MRM. If large quantity of customer satisfaction survey forms obtained requires analysis, then the priority in that list will be identified by Marketing to perform the analysis. Key performance indicators (KPI): Customer rating on Product Quality & Delivery.

RECEIVING METHOD:

Any person from customer side (Management cadre, purchase, maintenance, end user etc. including Customer's Customer) can be approached to obtain the Customer satisfaction feedback by

- Marketing
- Production
- Quality

Any person visiting any customer establishment/place for any reason can obtain customer feedback-even verbally. Any person from customer visiting office/Factory for any purpose (for discussion, negotiation, inspection, supply follow up, auditing etc.) can give feedback.

Customer feedback can be a phone message, Customer letter, E-mail message, reply in customer feedback form or verbal at any opportunity to have met any Customer person at any place. All customer feedback received by every person in any of the above-mentioned ways should be recorded in form and forwarded to marketing for further action.

In case customers are not sending 'feedback' forms duly filled in, however, are placing orders frequently, such customers can be treated as happy customer. Nevertheless, all efforts shall be made to obtain feedback forms duly complete.

- Following list will be maintained and updated every six months.
- Customers to whom feedback form have been sent.
- Customers who have responded by filling and returning the feedback form.

- Customers who have not respond.
- A list of customers will also be maintained / updated who had placed orders but of late are not placing orders. An analysis of this will be made to regain the lost customer.

CUSTOMER COMMUNICATIONS HANDLING PROCESS IN IGP ENGINEERS PVT LTD:

Processing for the customer specified requirements to reach the production, quality and operators all customer supplied special information & requirements with product acceptance norms, latest drawings and specifications and third party inspection specified in the order – if any – related to product and statutory Requirements will be mentioned / enclosed with the work order being sent to production and quality.

If customer communicates any change in delivery, Quantity, and or technical aspects, the same will be communicated to the respective department. Any Design Change is caused by customer communication or due to other reasons with the knowledge of the customer– Further processing of Procurement & Production for that job will be withheld, and this will be communicated to the concerned departments. Design process has to be repeated and Design manager has to approve the revised design. If this revised design process is completed -that will be communicated to production & Quality and other concerned functions and on that further processing can be continued. All customer communications will be recorded in the controlled contract review Format for that purchase order. Customer will be intimated about the delivery delay happening and reasons.

CUSTOMER SATISFACTION:

Customer Feedback handling process

Achieving Customer satisfaction and enhancing that is the prime objective of the entire function and its team and management. The periodic monitoring and measuring of that will be done by obtaining as many customers feed backs as possible and using all possible means and methods - by all.

The feedback from the customer will be obtained by the marketing through direct meeting or by communication. The periodic study and survey will be done like:

- a) Sending request letters with Feedback formats. Sending reminder requests.

- b) During visits to customers' place OR when the customer visits, request them to give the feedback in the feedback format.
- c) Request for appreciation letters
- d) Collect details about the supplied product performance to provide that to Ask about their expectations & suggestions for improvement of our products and services.
- e) In case customers are not sending 'feedback' forms duly filled in, however, are placing orders frequently, such customers can be treated as satisfied customer. Nevertheless, all efforts shall be made to obtain feedback forms duly complete.
- f) Following list will be maintained and updated every six months.
 - a. Customers to whom feedback form have been sent.
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 - c. Customers who have not respond.
- g) A list of customers will also be maintained / updated who had placed orders but of late are not placing orders. An analysis of this will be made to regain the lost customer.

The retention of existing customers & addition of new customers will be a valuable input to assess the effectiveness of customer satisfaction. To achieve the fullest customer satisfaction, effective internal communication and External Communication will be done with all concerned persons and operations. All will be united and strongly strive with dedicated & concerted efforts to Perform their best and exceed to achieve and enhance customer satisfaction

PROCESS OF CUSTOMER COMPLAINTS HANDLING IN IGP ENGINEERS PVT LTD:

Customer complaints will be recorded. Root cause will be identified. Correction, corrective actions will be taken by assigning responsibility and target for completion. Effectiveness of the action will be verified.

Complaints with respect to:

- a) Discrepancy in quantity and/or items.
- b) Product quantity issues.

- c) Communication.
- d) Documentation.
- e) Packing.
- f) Delivery delay.
- g) Related to environment & statutory requirements at destination.

The complaint on receipt will be studied and analysed by marketing, production and quality together. Customer concern /complaints /issues received will be studied and analysed more elaborately on the basis applicability to determine the root cause. All aspects relevant to this customer concern /complaints /issues received which include Process, product, persons & performance, any other special aspects, risks & repercussions etc. Will be visualized and analysed. On that basis root cause will be determined. The action required will be determined, planned and taken with time target. The effectiveness of action taken will be reviewed. Proper communication to the customer will be sent.

The correctness of the complaint will be verified with respect to the existing documentation and the outcome will be communicated to the customer. On persistence, the customer will be asked to send relevant data and/or photographs. In view of the above point, the complaint will be reanalysed by involving the concerned personnel from relevant department.

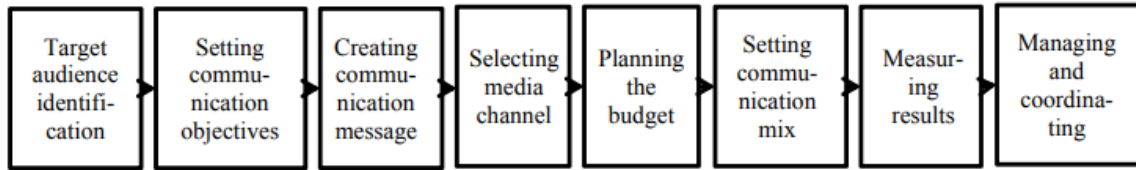
Based on the nature and severity of the complaint, will arrange a customer visit to settle / sort out the issue amicably.

The customer will be suitably informed with apology if the complaint is proved to be genuine. They initiate Corrective Action to eliminate recurrence of such complaints in future.

BENEFITS OF CUSTOMER SATISFACTION:



MARKETING COMMUNICATION PROCESS:



Marketing and sales - Plan & projection and action process – in general

- Product knowledge and potential fields of usage
- Potential customers - national & international
- And their list, information and data and details to management with Sales projection & target Method and Means plan to reach the potential customers.
- Communicating with the customer to generate enquiries Offers sending on time and processing to convert them as orders
- Converting them as orders and take action to increase them
- Customer order review and verified and accepted
- Customer property handling and accounting.
- Requisition for Production and Quality (RFP) process
- Customer communications addressed and transmitted to operating people
- Internal communications effectively followed and maintained.
- Customer feedback obtained and customer complaints addressed with cause and Corrective Action & Preventive Action (CA PA)
- Quality concerns and delivery delay frequently reviewed with input from production & Quality and analysed for action.
- Existing customer's statistics and satisfaction level reviewed
- Enlarging the customer base

INTERNAL COMMUNICATIONS PROCESS

Every customer sent communications related to product and process and product related information will be communicated to the concerned operational persons.

ORGANIZATIONAL COMMUNICATION TO CUSTOMER BY AN INTERNAL AND EXTERNAL RELATIONSHIPS:

INTERNAL RELATIONSHIPS:

- **Team Collaboration:** Effective internal communication fosters collaboration among employees, which can lead to improved customer service. When different departments communicate seamlessly, they can work together to meet customer needs more efficiently.
- **Information Sharing:** Sharing customer insights, feedback, and data across departments is crucial. For example, sales teams can provide valuable input to product development based on customer interactions, and customer support teams can share common customer concerns with marketing to inform campaigns.
- **Training and Development:** Internal communication is vital for training employees in customer service skills and product knowledge. Well-informed and skilled employees are better equipped to meet customer needs and resolve issues.
- **Problem Resolution:** When customer issues require input from multiple departments, effective internal communication is essential for swift resolution. For example, billing issues may involve finance and customer support teams working together.
- **Employee Engagement:** Engaged and motivated employees are more likely to provide excellent customer service. Internal communication that fosters a positive work environment and recognizes employee contributions can indirectly benefit customer relationships.

EXTERNAL RELATIONSHIPS:

- **Customer Engagement:** External communication directly engages with customers through various channels such as emails, phone calls, social media, and in-person interactions. Clear, responsive, and personalized communication is key to keeping customers engaged and satisfied.

- **Marketing and Branding:** External communication through marketing materials, advertisements, and branding efforts shapes how customers perceive the organization. Consistent and compelling messaging can attract and retain customers.
- **Customer Support:** This is a critical aspect of external communication. Quick and effective responses to customer inquiries, concerns, and issues demonstrate the organization's commitment to customer satisfaction.
-
- **Transparency and Trust:** Honest and transparent communication during product launches, changes, or crises helps build trust with customers. Keeping customers informed about any disruptions or improvements shows respect for their concerns.
- **Feedback Channels:** External communication should provide customers with avenues to provide feedback, whether through surveys, reviews, or feedback forms. Organizations can then use this input to improve their products and services.
- **Relationship Building:** Maintaining contact with customers through newsletters, loyalty programs, and follow-up communications can nurture long-term relationships.
- **Complaint Handling:** External communication channels should be equipped to handle customer complaints professionally and efficiently, demonstrating the organization's dedication to resolving issues.

EXTERNAL NEEDS AND EXPECTATIONS OF INTERESTED PARTIES:

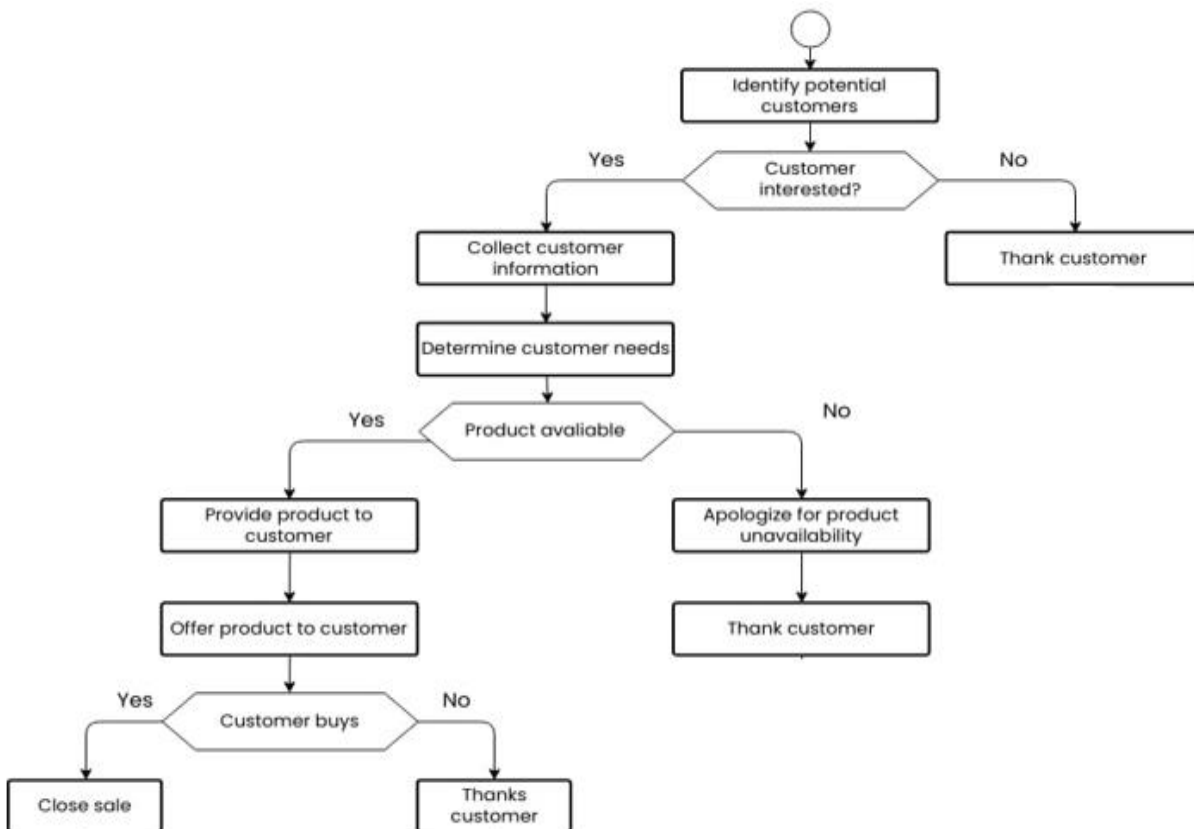
Interested Parties-Customers:

Needs & Expectations:

- Value for money
- Low-cost
- Quick Response
- Quality of Product
- Delivery on time
- Adequate and correct technical details
- Installation expertise

- health and Safety / EMS Requirements

FLOWCHART OF CUSTOMER SATISFACTION:



GUIDE TO COMPUTE CUSTOMER SATISFACTION FROM SURVEY REPORT:

Summation of Score from customer survey is the Percentage of satisfaction	Status	Action
100%	Extremely happy customer	Maintain the status continually
80% to 99%	Happy customer	Identify areas requiring improvements and AIM to achieve 100 % in the next calendar year by taking appropriate steps
60% to 79%	Satisfied customer	Identify areas requiring improvements. Initiate

		immediate action plan and AIM to achieve 80 % in the next calendar year by taking appropriate steps
40% to 59%	Unhappy customer	Identify areas requiring corrections / improvements and initiate immediate appropriate steps and AIM to achieve above 60 % in the next calendar year

1.2 INDUSTRIES PROFILE - GENERAL

The Steel Authority of India (SAIL) was launched in 1973. It is a government organization that manages all the major steel plants in India like Bhilai, Bokara, Rourkela, and Burnpur. This organization started managing Iron and Steel in 1976.

- The Ministry of Steel and Mines drafted a policy statement to evolve a new model for managing industry in 1972.
- On this basis, the concept of creating a holding company to manage inputs and outputs under one umbrella was mooted. This led to the formation of the Steel Authority of India Ltd.
- The company, incorporated on January 24, 1973, was made responsible for managing five integrated steel plants at Bhilai, Bokaro, Durgapur, Rourkela, and Burnpur, the Alloy Steel Plant, and the Salem Steel Plant.
- In 1978 SAIL was restructured as an operating company.

The growth in the Indian steel sector has been driven by the domestic availability of raw materials such as iron ore and cost-effective labor. Consequently, the steel sector has been a major contributor to India's manufacturing output.

In the past 10–12 years, India's steel sector has expanded significantly. Production has increased by 75% since 2008, while domestic steel demand has increased by almost 80%. The capacity for producing steel has grown concurrently, and the rise has been largely organic.

- India is home to the fifth-highest reserves of iron ore in the world.
- As of April 2022, India was the world's second-largest producer of crude steel.
- In FY22, India's export rose by 25.1%, compared with 2021.
- The steel industry and its associated mining and metallurgy sectors have seen major investments and developments in the recent past.
- India was the largest producer of Direct Reduced Iron (DRI) or Sponge Iron in the world in 2021.
- India is the 2nd largest consumer of finished steel preceded by China as the largest steel consumer as per the World Steel Association.
- In September 2022, Steel Authority of India Limited (SAIL), a Maharatna PSU, supplied 30,000 tonnes of the entire DMR grade specialty steel for the nation's first indigenously built Aircraft Carrier INS Vikrant.
- The Indian economy performed well even under economic duress and conditions improved alongside a recovering global economy. India registered a robust economic growth rate in the previous financial year and the demand for consumer appliances would continue to surge further.
- The steady economic growth will continue to provide consumers with higher disposable income and benefit those seeking to upgrade their lifestyles. A robust 400 million Indian middle-class people with growing disposable incomes have been instrumental in driving the demand for various consumer electronic devices.
- Low household penetration of appliances in India will provide opportunities for companies to expand their reach.
- Manufacturing employs workers from all skill and education levels and interests. From the top down, employees include company presidents and CEOs, accountants, sales and marketing workers, order processors, customer service workers, secretaries, and others who plan, organize, and manage operations
- Despite some bright areas, such as employment in sawmills, wood preservation manufacturing, and related areas, manufacturing in the United States is expected to continue declining as factories and jobs are sent overseas to take advantage of cheaper labor and materials costs.

- Automation is also dampening employment by reducing the need for plant workers. Also, advances in technology that allow large manufacturers to maintain productivity with fewer workers are forcing small manufacturers, who can't compete with large firms, out of business.

1.3 COMPANY PROFILE – PROJECT HAS UNDERGONE IN THE ORGANIZATION IGP ENGINEERS PVT LTD.,

The IGP group's flagship business is IGP Engineers. IGP, a leader in manufacturing and exporting industrial gaskets of various varieties, Metal & non-metal gaskets including spiral wound gaskets, metal jacketed gaskets, ring gaskets, grooved metal gaskets, flange insulating kit gaskets and monolithic insulating joints, Manufacture of gates & seats, seat laminar seal, valves and well head related components, Manufacture of ferrous centrifugal casting components, is a pioneer in sealing technology.

The IGP Group, which had a humble start in 1955, now offers the core sector more than 50 products and services. Products from the group are well received on both domestic and international markets. 13 factories make up the group's production facilities. These companies provide high-quality goods for our consumers by utilizing cutting-edge manufacturing methods and modern testing equipment. 13 factories make up the group's production facilities. **IGP Engineers Pvt Ltd.**, manufactures Spiraget industrial gaskets.

In India, Limited is the industry leader in their sector.

- Cori Rubber Expansion joints, Anti Vibration Mounts and Rubber Linings are increasingly popular.
- Lonestar metal expansion joints are leading players in the Expansion Joint industry.
- Insapflex hose assemblies are very popular with heavy vehicle and Earth Moving Equipment manufacturers.
- Arudra is well known for its conveyor equipment and bullet cleaning of condensers.
- Aruchem has made great strides in high pressure boiler cleaning. Plastic injection moulding facilities at VP Engineers on par with the best in the country.
- VP Engineers – Industrial plastic and metallic components, pipeline pigs, Flanges and protectors.
- IGP Engineers Pvt. Ltd.,
- INSAP Engineers Pvt. Ltd.,

- CORI Engineers Pvt. Ltd.,
- ARUDRA Engineers Pvt. Ltd.,
- ARUCHEM Engineers Pvt. Ltd.,
- LONESTAR INDUSTRIES Pvt Ltd.,
- VP Engineers Pvt Ltd.,
- INSAPLEX Engineers Pvt Ltd.,
- VK Fasteners Pvt. Ltd.,

These industrial facilities utilize state of the craftsmanship fabricating procedures and are prepared with up-to-date testing offices to supply great quality items to our clients. Persistent Enhancement programs and consistent interaction between administration and individuals at different levels has made a group of profoundly persuaded experts. The group's R&D group utilizing in-house offices and through interaction with Colleges and Specialized Affiliations creates our items and forms ceaselessly.

IGP ENGINEERS INFRASTRUCTURE

IGP Engineers is spread over two world course fabricating procedures. The company's state of the craftsmanship foundation procedures has been prepared with modern innovations to supply beat score quality items. Our in-house plan unit and fabricating unit guarantee that the items are made in compliance with the worldwide measures.

The IGP Fundamental Production line is arranged at Kottivakkam, which is the center of mechanical improvement in Chennai. It has four partitioned pieces committed to diverse exercises. The Once is spread over an area of 1,20,000 sq.ft. unit partitioned into four partitioned pieces devoted to diverse exercises.

1. Heritage Block

This houses the Shop Floor where the exercises incorporate the Machine Shop, Twisting & Welding and Pounding.

2. Central Stores

The Stores are a confirmation to our ensure of promptly accessible materials. Crude Materials Store has both Intriguing Materials and Amalgam Fabric. There's moreover an isolated Shearing Shop.

1. Manufacturing Unit - I



The fabricating offices within the square is spread over three levels:

- This houses the Quality Control Office & Generation Control Office.
- This is the store for the Rings, Slitted Steel & Non- Asbestos Materials.
- The Generation of Sprial Wound Gaskets for Sends out happens here. 50 machines are in operation. We have a partitioned bundling and alacrity segment here.

2. Manufacturing Unit - II



The three levels in this piece are utilized for the household generation:

- This has the Residential Pressing Area and Warm Exchanger Gasket
- Division
- The Household Winding Wound Gaskets (from 14" and upwards) is
- manufactured.

- The Household Winding Wound Gaskets (from 0.5" to 12") is
- manufactured.
- The exercises here incorporate Delicate Cut Gasket made of Non-Asbestos
- Material and Twisting & welding area for Non-Standard gaskets.

The IGP Unit 2 is arranged at Keezhur Village, Thiruporur - Taluk, Chengalpattu - Dist. Five diverse items are fabricated in this office.

PRODUCT PROFILE OF IGP ENGINEERS PVT LTD:

1. Solid Metal Type Gasket:

Solid metal gaskets are used in applications where temperatures and pressures rule out the use of traditional gasket materials. In general, gasket compression loads need to be high to deform the gasket, and the metal used for the gasket should be softer than the metal in the mating surfaces.



▪ **SOLID METAL TYPE GASKET**

2. Ring Gaskets:

Ring Gaskets are designed to seal by "initial line contact" or wedging action between the mating flange and the gasket. By applying pressure on the seal interface through bolt force, the softer metal of the gasket flows into the imperfections of the harder flange material, creating a very tight and efficient seal.

Standard Ring Gaskets

Type of ring gasket:

- R TYPE – OVAL
- R TYPE – OCTAGONAL
- BX TYPE GASKETS

- RX TYPE GASKETS
- SUBSEA GASKETS
- SPECIALIZED RING TYPE JOINTS
- IX Seal Ring
- LENS RINGS
- RUBBER COATED RING TYPE JOINTS

3. Grooved Metal Gasket:

Grooved Met gaskets consist of a metal core (generally Stainless Steel) with concentric grooves on either side with sealing materials. The sealing layers (depending on the service duty) can be Graphite, PTFE (Teflon), CAF or Metal (e.g Aluminium or Silver). Grooved Metal profile's can be used without sealing layers to provide an excellent seal but there is a risk of flange surface damage.



▪ **GROOVED METAL GASKET**

4. Monolithic Insulation Joints:

- The add up to a development region in 1,40,000 Sq. Ft. There's another 8 sections of land accessible for future improvements.
- It comprises 9 — 2 story building Pieces. Each square is apportioned
- for a particular work.
- There are 26 CNC machines which are operational. This has
- enabled us to preserve the standard for the ring joints.

- Availability of Press Shop with 50 to 300 ton capacity presses. There's an in- house office for Electro Plating & Epoxy coating. The release from these forms is Treated in an eco-friendly way by the profluent treatment plant.

An isolated store with all the intriguing and uncommon materials is accessible. The most Operations incorporate:

- Gas cutting
- Centrifugally Casting
- Rough machining
- Final machining in CNC M/c
- ID Punching
- Plating or PTFE Coating
- Packing



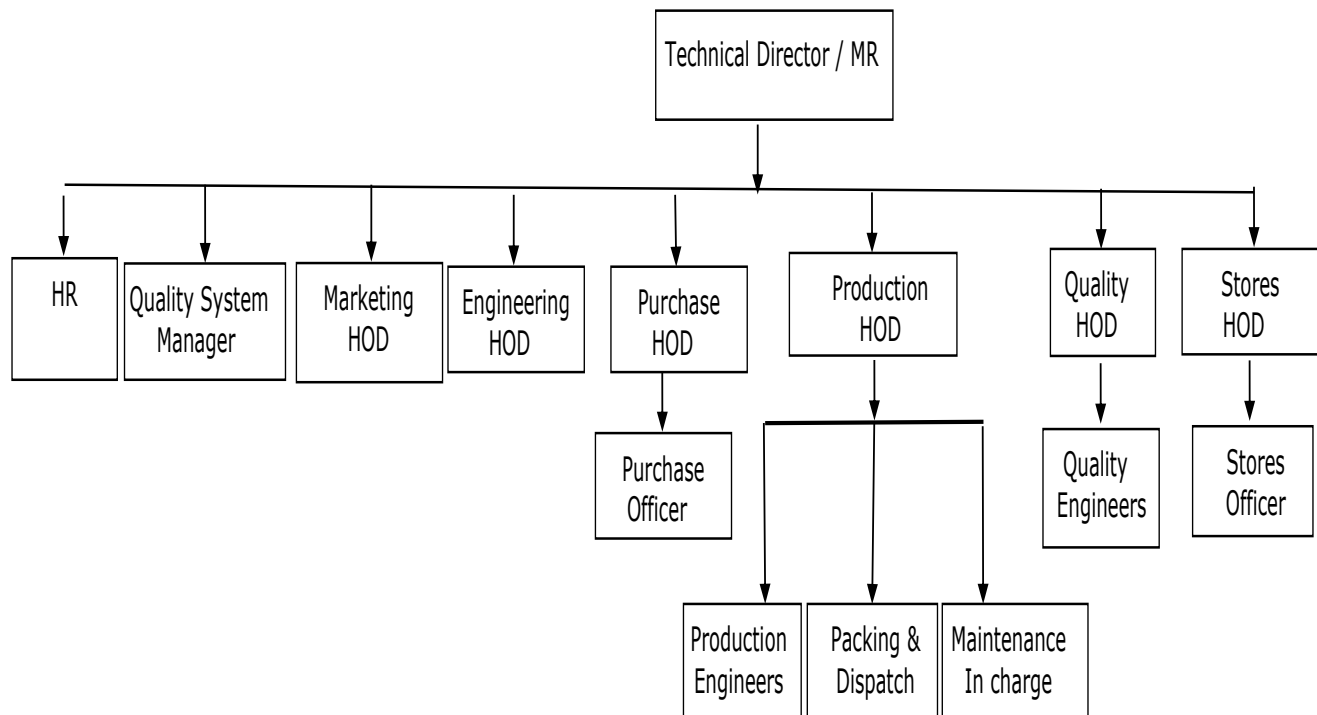
▪ **MONOLITHIC INSULATION JOINTS**

The Production processes available for manufacturing the Rings include:

- Shearing
- Blanking
- Grooving Outer Ring
- Former Inner Ring
- Plating or Epoxy Plating
- Bending and welding
- Plasma cutting
- Non-Standard Ring

The Separator Joints office is free from the rest. The NDT, machining handle and Sand impacting are in-house and this would offer assistance in spare time.

ORGANIZATION CHART OF IGP ENGINEERS PVT LTD:



1.4. STATEMENT OF THE PROBLEM:

It is important for every organisation to understand its customer' level of satisfaction with the products and services supplied by the organisations in order to accomplish its goals. If clients' demands are clearly identified, the organisations may take immediate steps to fulfil them. Although the organisations have been performing successfully for many years, as a member of the constantly growing oil and gas, refinery, Process industries, Power plants, OE & Manufactures it must also grasp the Customer minds in order to take corrective actions to increase the degree of satisfaction with the product. To remain at the top of this competitive market, it is vital to handle constantly changing client wants and expectations, as well as identify concerns connected to customer satisfaction. The problem statement is how does customer satisfaction level in purchase of product / services marketing with the organization

1.5. NEED OF THE STUDY:

- Customer satisfaction should be of great concern in all organization.
- Customer satisfaction plays the key role in the growth of any organisation.
- Customer satisfaction is one way in which on organization gets establishment and gains recognition among the public.
- The research study will assist in determining where the organization is behind and how it might catch up as well as understanding consumer satisfaction at various levels.

1.6. OBJECTIVES FOR THE STUDY:

- To identify the level of customer satisfaction at IGP Engineers Pvt Ltd.
- To identify the key determining impact factors in customer satisfaction within the scope of IGP Engineers Pvt Ltd's products and services.
- To suggested techniques and improvements in marketing techniques based on the study's findings to enhance customer satisfaction and overall business performance for IGP Engineers Pvt Ltd.

1.7 SCOPE OF THE STUDY:

Customer satisfaction can be described as the extent to which a business's products or services meet or exceed the expectations of its customers. It is widely recognised as a primary driver of customer loyalty, repeat purchases, and positive word-of-mouth referrals, and it is one of the most important factors in customer retention. To study the customer satisfaction and value of Having high performance of the organization. And adding the benefits customer satisfaction.

CHAPTER -02

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE:

An overview of the literature on marketing, sales, and customer satisfaction is given in this chapter. The first through third sections will discuss topics related to the research questions, specifically Customer Satisfaction.

CUSTOMER SATISFACTION OF MARKETING TECHNIQUE:

Marketing is the process through which businesses spark the interest of consumers in their products or services. It develops the plan that supports selling, business communications, and business advances. Companies develop good customer connections and produce value for both their customers and themselves through this integrated approach. Identification, satisfaction, and retention of customers are all achieved through marketing. One of the key elements of business management is marketing management, which focuses all of its efforts on the customers.

In the majority of businesses, sales and marketing are in charge of tasks that eventually impact customers to make a buy. Retention efforts must be performed as well after the purchase. The "funnel" is managed in this manner. (2006) Hosford

The marketing function's marketing plan must be followed out by sales team, and leads created must be followed up on. This basic workforce solution prevents marketing from interfering with individual salespeople's potential by giving marketing a more key position. Relationship between sales and marketing and improved performance: Differences between sales and marketing customer satisfaction can be defined "may be a cause of lack in the interaction," according to Homburg and Jensen (2007). 2007 (Homburg and Jensen).

The literature also makes it very clear that the effectiveness of the working relationship between the managers of both departments depends on team output and outcomes, which will impact how the two managers will interact. Emphasis is being placed on illustrating the absence of collaboration between sales and marketing. In particular, Homburg and Jensen noted that prior study had linked this problem to the duty of senior management and that

"goal discrepancies may be a source of interdepartmental friction" (Kenneth Le Meunier-Fitz-Hugh, Nigel F. Piercy, 2010).

According to the traditional concept of marketing and sales, both departments provide for clients by participating in similar tasks (Malshe & Biemans, 2014a; Matthyssens & Johnston, 2006). Sales is tasked with tasks such as carrying out target market, maintaining customer relationships, and closing the sale, whereas marketing primarily focuses on understanding markets and customers, developing compelling value propositions, expanding the customer base for creating superior customer value, and providing sales support (Homburg, Workman Jr, & Krohmer, 1999; Rouziès et al., 2005).

Communicating with each other to innovate collaboratively demonstrates a successful method for knowledge-sharing and, consequently, successful invention techniques (Alegre, Kishor, & Lapiedra, Citation2013).

Better understanding of consumer engagement and retention procedures is made possible by organisational research literature. Because it covers customer relationship management research in both developed and developing countries and gives a clear picture of the recent trends in customer relationship management research, the study will also be more useful to academics and practitioners. It demonstrates that context influences the development of customer relationship management strategies, and that firms should take their macro context into account while implementing their customer relationship management strategies (Awasthi & Sangle, 2013). This offers a deep perspective since technology capital and development, as well as how a country's existing mechanisms for customer data collecting are being used, have an impact on customer relationship management research (Kumar et al., 2013).

The need to understand what motivates customers to use technology-enabled services, the report advises that businesses should not adopt a blanket approach to customer relationship management adoption.

Increasing demand on businesses to defend their marketing expenditures has increased the necessity for quantifying marketing impact, according to Gruca and Rego, Rust, Lemon & Zeithaml [21, 20]. As a result, there is growing demand on marketing research and practice to improve the connection between marketing activities and customer value.

CUSTOMER SATISFACTION:

According to Hamdani et al., (2011), customer satisfaction is the level of feeling where a person states the results of a comparison of the performance of a product / service received and expected. Customer satisfaction and dissatisfaction with a product as the end of a sales process has its own impact on behavior customers to these products.

Hanif, Hafez & Riaz, 2010- Customer satisfaction measures the difference between prior expectations for the product and its actual performance. Customer satisfaction is determined by how customers respond to the condition of satisfaction and how customers assess their level of satisfaction

khayyat & Heshmati 2012- Customer satisfaction is the customer's response to the satisfied condition and rating of that satisfied condition. Customer satisfaction is the expectation before consuming a product regarding or it is a pre-consumption expectation or perception.

Kurniawan (2010) Customer satisfaction is a dynamic process that can alter over time. The individual's view of a product's or service's ability to satisfy customers.

According to Maxham (2001), satisfaction is the result of a purchase in which the client weighs the costs and benefits against the expected outcomes. Customer satisfaction and maximize profits are always highly associated. Customer happiness and an organization's goal of earning profits are always strongly connected (Bowen Chen,2001).

No one is more important than customers, and maintaining their satisfaction through better services is the ultimate goal in terms of competitiveness and income preservation for the future. (Yuan Hu, Ching-Chan & Cheng, Hong,2010).

The quality of the relationship is known as the satisfaction reflection, which expresses the idea that employee satisfaction, which is reflected in terms of customer satisfaction, is a key factor in corporate success. Employee satisfaction has a direct impact on both client satisfaction and service quality, for example, thus if employees are satisfied, so will be the quality of the service. (Madern, Maull, Smart & Baker, 2005)

According to Wandaogou & Jalulah (2011), a consumer's post-purchase review and consumer response to the total product or service experience constitutes customer satisfaction.

According to Joshua's (2009) paradigm, consumer satisfaction is a consumer's fulfilment reaction, and satisfaction ratings are impacted by satisfaction is an effective response—both positive and negative—as well as intellectual disconfirmation.

According to Brown & Lam (2008), customer satisfaction is defined as a response of contentment that includes an assessment of a good or service, giving the user some enjoyment and fulfilment from the purchase.

Customer satisfaction, according to Biswas (2010), is the culmination of consumers' perceptions, assessments, and emotional responses to their interactions with a product or service.

Lin and Wu (2011) expanded on this by stating that customer happiness is correlated with long-term client retention since dissatisfied consumers have a high likelihood of switching (Sabir et al, 2014). A comparison of what customers anticipate from a good or service and what they actually receive after using it can be used to determine whether a business is meeting its customers' expectations (Al-Hersh, Aburoub, & Saaty, 2014)

CHAPTER 3

RESEARCH METHODOLOGY

METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find marketing, sales and customer satisfaction in organization. This time research methodology is framed for the purpose of finding the level of customer satisfaction in organization. To know the perception of the customer data is collected through a structured questionnaire.

3.1 RESEARCH DESIGN:

Descriptive Research Design:

Descriptive research aims to accurately and systematically describe a population, situation, or phenomenon. It can answer what, where, when, and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

Descriptive research design can use a wide variety of research methods to investigate one or more variables. Unlike in experimental research, the researcher does not control or manipulate any of the variables but only observes and measures them.

Descriptive research is an appropriate choice when the research aim is to identify characteristics, frequencies, trends, and categories. It is useful when not much is known yet about the topic or problem. Before you can research why something happens, you need to understand how, when, and where it happens.

3.2 SAMPLING TECHNIQUE:

Sample design is the theoretical basis and the practice means by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen. Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach. Convenience sampling is beneficial

when time is a constraint, as it is a simple method and takes minimal effort. Many researchers prefer convenience sampling as there are few rules to follow, allowing researchers to generate large samples in short time periods.

3.3 SAMPLING SIZE

- Sampling design : non-probability sampling
- Sampling technique : convenience sampling
- Sample unit : customer
- Sample size : 100

3.4 SOURCES OF DATA:

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher's works. Collecting data from company records and document, these are all internal data and other data are external.

In data collection, there are 2 types

Primary Data

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's customers. In this, questionnaire is used for conducting personal interviews and for collecting the data.

Secondary Data

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website.

3.5 STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about customer satisfaction and the second part contained the respondent's opinions about the marketing, sales in organization.

- Basic Introduction
- Personal Details
- Research related Questions
- Perception Questions
- Likert Scaling Questions
- Suggestion Question

3.6 PERIOD OF STUDY

This is one-time research where the research is conducted only for one-time and that the project is based on the responses derived from a definite period. The period of study for the project of about 30 days project is based on the responses collected from the participants in the xx days.

3.7 AREA OF THE STUDY:

The targeted people are the make contact with IGP Engineers PVT. LTD., Customer.

3.8 HYPOTHESIS:

HYPOTHESIS - 1

- ▶ Null Hypothesis (H0): There is no significant relationship between age of respondents and factors determining customer satisfaction in IGP Engineers Pvt Ltd.
- ▶ Alternative Hypothesis (H1): There is no significant relationship between age of respondents and factors determining customer satisfaction in IGP Engineers Pvt Ltd.

HYPOTHESIS - 2

- ▶ Null Hypothesis (H0): There is no significant relationship between education qualification and level of customer satisfaction on the marketing techniques of IGP Engineers Pvt Ltd.
- ▶ Alternative Hypothesis (H1): There is no significant relationship between Education Qualification and level of customer satisfaction on the marketing techniques of IGP Engineers Pvt Ltd.

TOOLS FOR ANALYSIS:

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this are

PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer.

Generally, percentage is reported when the responses have discrete categories.

ANALYTICAL TOOLS (SPSS)

Tool for testing the Hypothesis (SPSS)

CORRELATION

correlation is a statistical technique that shows how strongly two variables are related to each other or the degree of association between the two.

CHI-SQUARE TEST:

A chi-square statistic is one way to show a relationship between two categorical variables. In statistics, there are two types of variables: numerical (countable) variables and non-numerical (categorical) variables.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS:

4.1.1 Table indicating the gender of respondents

GENDER	NO.OF RESPONDENTS	PERCENTAGE ANALYSIS
MALE	66	66%
FEMALE	34	34%
TOTAL	100	100%

INTERPRETATION:

From the above table it is interpreted that the gender of the respondents is male 66% and number of respondents in female are 34 %

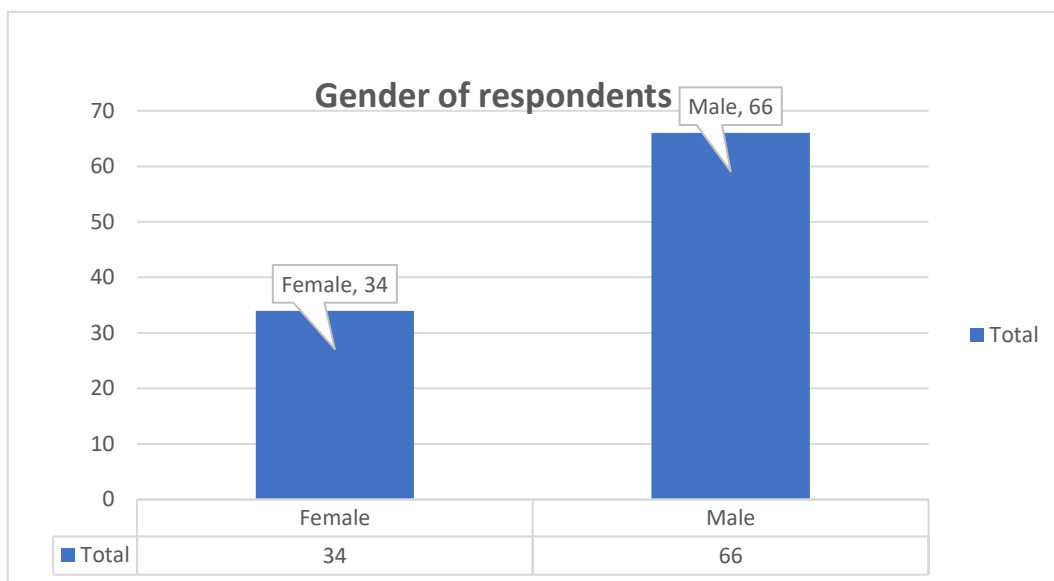


Fig 4.1.1 Gender of the respondents

INFERENCE

- Majority 66% of the respondents are male.

4.1.2 Table indicating the age of respondents

AGE	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
25-30	19	19%
31-40	69	69%
41-50	12	12%
51 an above	0	0%
TOTAL	100	100%

INTERPRETATION

From the above table it is interpreted that the number of respondents 25-30 ages of respondents are 19%, between 31-40 age of respondents are 69%, between 41-50 age of respondents 34%, between 36-40 age of respondents are 12%, and the ages 51 an above of respondents are 0%.

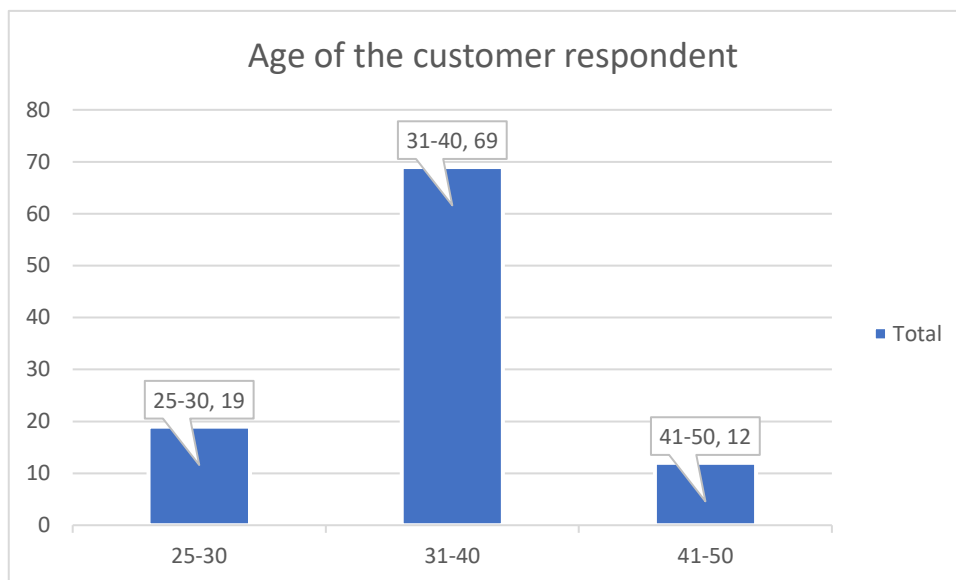


Fig 4.1.2 Age of the respondents

INFERENCE

- Majority 34 % of the respondents belong to the age group of 31-35 category.

4.1.3 Table indicating the education qualification of respondents

EDUCATION QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
12 th	0	0%
DIPLOMA	5	5%
POST GRADUATE	57	57%
UNDERGRADUATE	38	38%
TOTAL	100	100%

INTERPRETATION:

From the above table it is interpreted that the number of respondents 12th of respondents are 0%, diploma of respondents are 5%, and under graduate of respondents 38 %, post graduate of respondents are 57%.

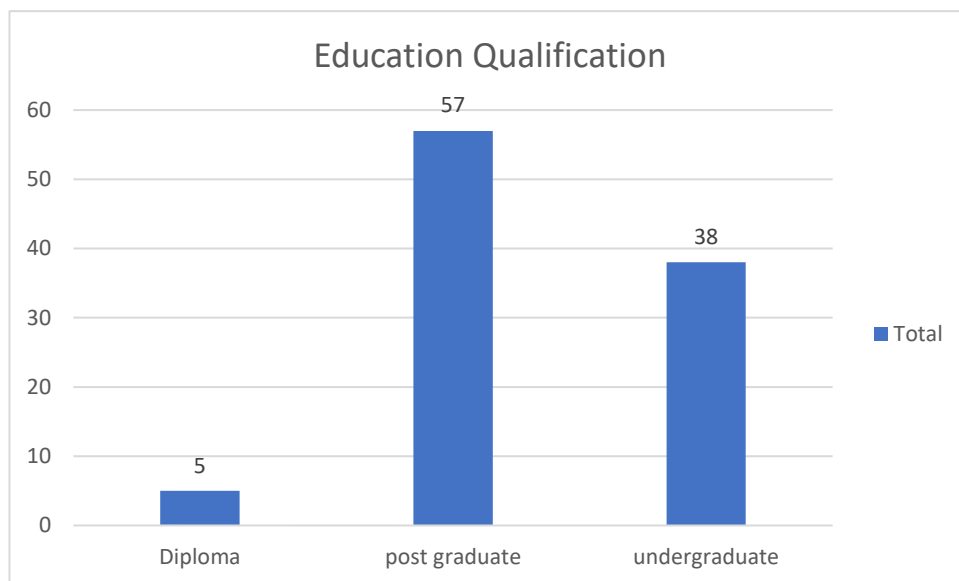


Fig 4.1.3 Education qualification of the respondents

INFERENCE

- Majority 57% of the respondents belongs to post graduate educational qualification.

4.1.4 Table indicating the year of experience as a customer of IGP Engineers Pvt Ltd.

Year of experience as a customer of IGP Engineers Pvt Ltd	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
Less than 1 years	0	0%
1-5 years	13	13%
6-10 years	34	34%
More than 10 years	53	53%
TOTAL	100	100%

INTERPRETATION:

From the above table it is interpreted that the number of respondents the year of experience as a customer of IGP Engineers Pvt Ltd are Less than 1 years of respondents are 0%, 1-5 years of respondents are 13%, 6-10 years of respondents 34%, More than 10 years of respondents are 53%.

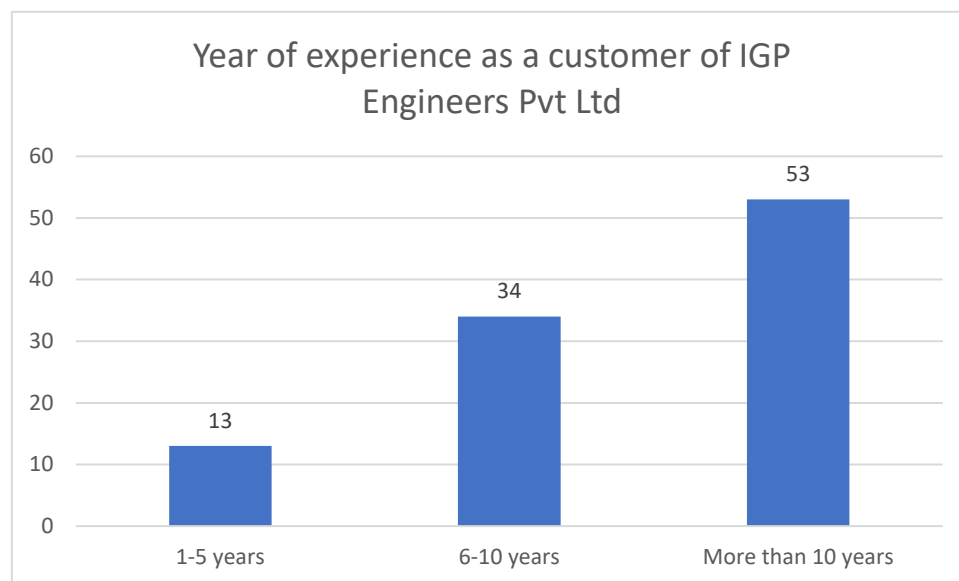


Fig 4.1.4 Year of experience as a customer of IGP Engineers Pvt Ltd of the respondents

INFERENCE

- Majority 53% of the respondents that they are more than 10 years of experience as a customer of IGP Engineers Pvt Ltd.

4.1.5 Table indicating the customer purchasing product from IGP Engineers Pvt Ltd.

Customer purchasing product from IGP Engineers Pvt Ltd.	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
CS Ring Type Joint Gasket	23	23%
Grooved Metal Gasket	12	12%
Monolithic Insulation Joints	6	6%
Non-metallic gaskets	7	7%
Ring Gaskets	38	38%
Solid Metal Type Gasket	14	14%
other	0	0%
Total	100	100

INTERPRETATION:

From the above table it is interpreted that the number of respondents the customer purchasing product from IGP Engineers Pvt Ltd. Are CS Ring Type Joint Gasket product of respondents are 23%, Grooved Metal Gasket product of respondents are 12%, Monolithic Insulation Joints product of respondents are 6%, Non-metallic gaskets product of respondents are 7%, Ring Gaskets product of respondents are 38%, Solid Metal Type Gasket product of respondents are 14%.

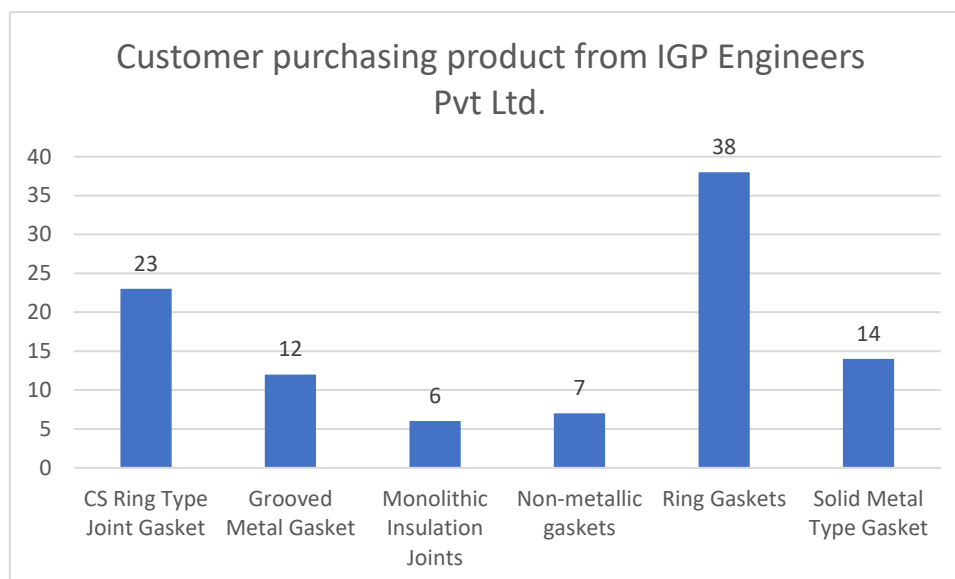


Fig 4.1.5 Customer purchasing product from IGP Engineers Pvt Ltd of the respondents

INFERENCE

- Majority 38% of the respondents that they are purchasing Ring gasket product from IGP Engineers Pvt Ltd of the respondents

4.1.6 Table indicating the customer interact with our Marketing team or representatives

Customer interact with our Marketing team or representatives	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
Frequently	62	62
Occasionally	29	29
Rarely	9	9
TOTAL	100	100%

INTERPRETATION:

From the above table it is interpreted that the number of respondents the Customer interact with our Marketing team or representatives in IGP Engineers Pvt Ltd are Frequently of respondents are 62%, Occasionally of respondents are 29%, Rarely of respondents 9%.

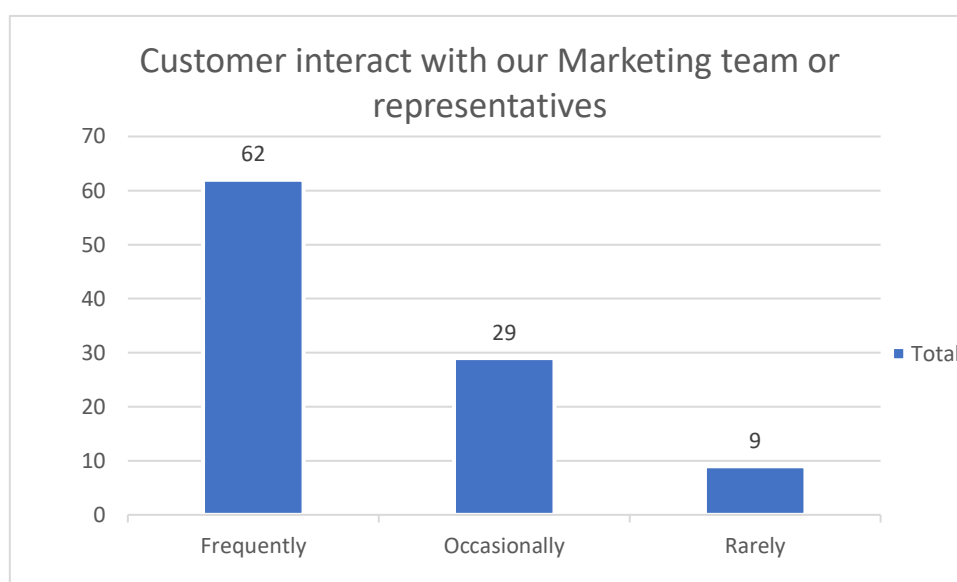


Fig 4.1.6 Customer purchasing product from IGP Engineers Pvt Ltd of the respondents

INFERENCE

- Majority 62% of the respondents that they are Frequently interact with our Marketing team or representatives in IGP Engineers Pvt Ltd of the respond

4.1.7 Table indicating the Customer rate the professionalism and knowledge of our Marketing team.

Customer rate the professionalism and knowledge of our Marketing team.	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
Excellent	57	57%
Good	39	39%
Needs improvement	4	4%
TOTAL	100	100%

INTERPRETATION:

From the above table it is interpreted that the number of respondents the Customer rate the professionalism and knowledge of our Marketing team. are Excellent of respondents are 57%, Good of respondents are 39%, Needs improvement of respondents 4%.



Fig 4.1.7 Customer rate the professionalism and knowledge of our Marketing team

INFERENCE

- Majority 62% of the respondents that they are Frequently interact with our Marketing team or representatives in IGP Engineers Pvt Ltd of the respond

4.1.8 Table indicating the customer likely to make a purchase from company based on your interactions with our marketing team

Customer rating the make a purchase of product based on interaction	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
1	0	0%
2	2	2%
3	11	11%
4	44	44%
5	43	43%
TOTAL	100	100%



INTERPRETATION

From the above table it is interpreted that the number of respondents were 0 % is Very dissatisfied, 2% is dissatisfied, 11% is Neutral, 44% is satisfied, 43% is Very satisfied

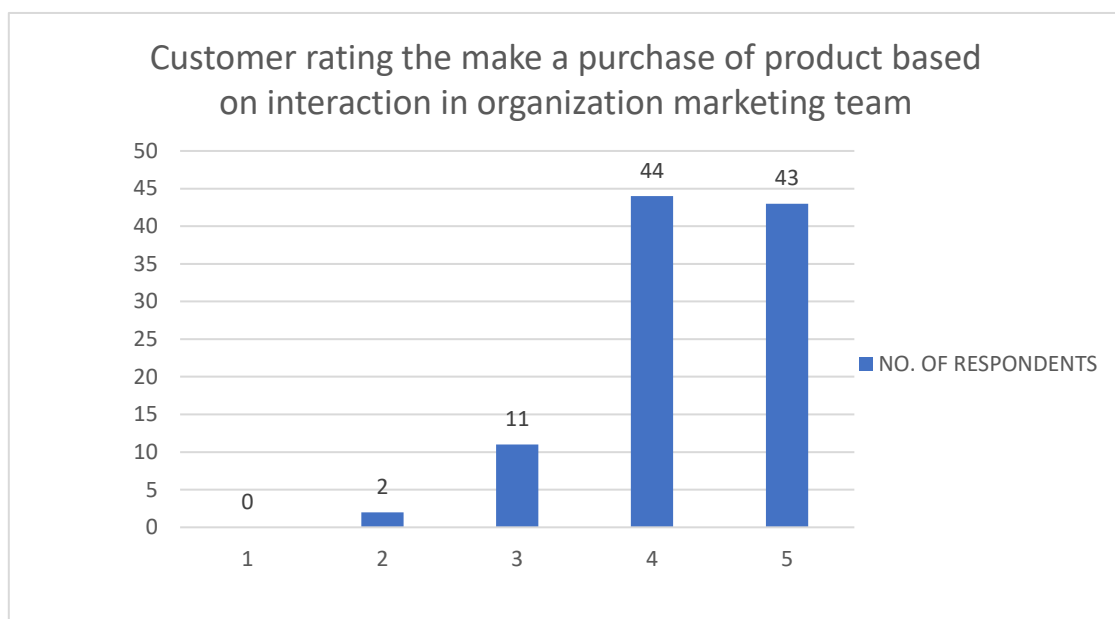


Fig 4.1.8 Customer rating the make a purchase of product based on interaction in organization marketing team

INFERENCE

- Majority 44% of the respondents that they are satisfied with Customer rating the make a purchase of product based on interaction in organization marketing team.

4.1.9 Table indicating the method of getting feedback from customer

method of getting feedback from customer	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
mail	46	46%
online	31	31%
over phone	16	16%
vist	7	7%
TOTAL	100	100%

INTERPRETATION:

From the above table it is interpreted that the number of respondents method of getting feedback from customer. are mail of respondents are 46%, online of respondents are 31%, over phone of respondents are 16%, vist of respondents 7%.

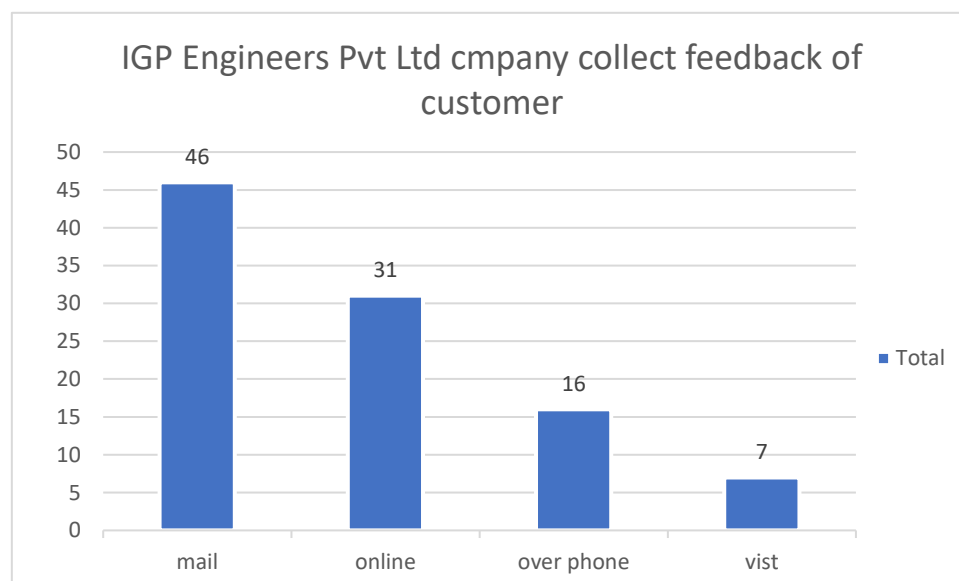


Fig 4.1.9 IGP Engineers Pvt Ltd company collect feedback of customer

INFERENCE

- Majority 46% of the respondents that they are collect feedback through the mail from the customers

4.1.10 Table indicating the most important in determining factor that the customer satisfaction with IGP Engineers Pvt Ltd

most important in determining factor that the customer satisfaction with IGP Engineers Pvt Ltd	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
Customer services	26	26%
Price	1	1%
Product/ services quality	34	34%
Timely delivery	8	85%
ALL the given above	31	31%
TOTAL	100	100%

INTERPRETATION

From the above table it is interpreted that the most important in determining factor that the customer satisfaction with IGP Engineers Pvt Ltd are ,26% of them respondent for customer services ,1% of them respondent for price, 34% of them respondent for product/ services quality, 8% of them respondent for timely delivery, 31% of them respondent for all the given option.

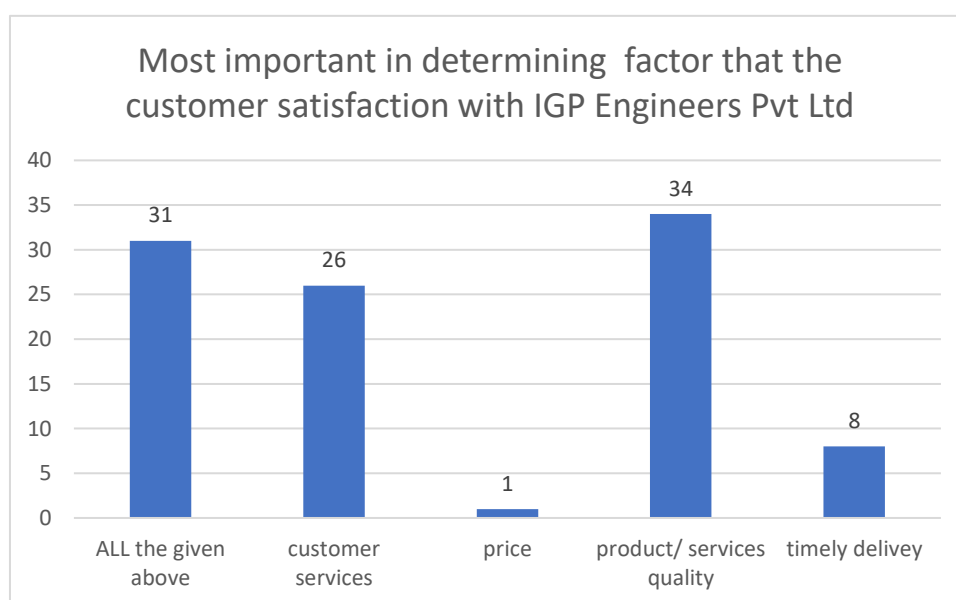


Fig 4.1.10 most important in determining factor that the customer satisfaction with IGP Engineers Pvt Ltd

INFERENCE

- Majority 34% of the respondents that the customer satisfied with product/services in IGP Engineers Pvt Ltd

4.1.11 Table indicating the satisfied with customer satisfaction in IGP Engineers Pvt Ltd

satisfied with customer satisfaction in IGP Engineers Pvt Ltd	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
Very dissatisfied	0	0%
dissatisfied	0	0%
Neutral	6	6%
Satisfied	65	65%
Very satisfied	29	29%
TOTAL	100	100%

INTERPRETATION

From the above table it is interpreted that the number of respondents for satisfied with customer satisfaction in IGP Engineers Pvt Ltd ,0 % is Very dissatisfied, 0% is dissatisfied, 6% is Neutral, 65% is satisfied, 29% is Very satisfied.

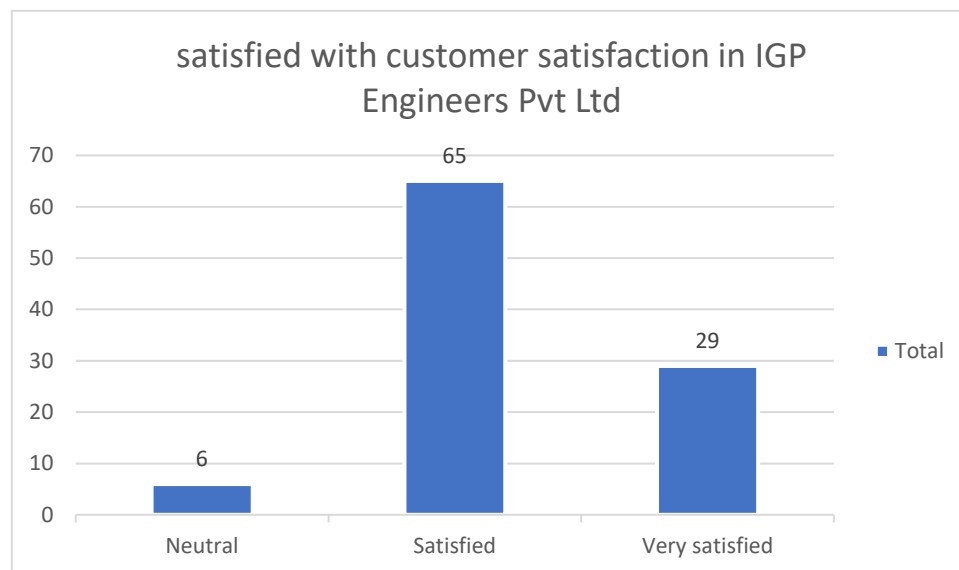


Fig 4.1.11 satisfied with customer satisfaction in IGP Engineers Pvt Ltd

INFERENCE

- Majority 65% of the respondents that the satisfied with customer satisfaction in IGP Engineers Pvt Ltd

4.1.12 level of customer satisfaction received to met organization Marketing objective

satisfied with customer satisfaction in IGP Engineers Pvt Ltd	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
Strongly disagree	0	0%
Disagree	2	2%
Neutral	14	14%
agree	53	53%
Strongly agree	31	31%
TOTAL	100	100%

INTERPRETATION:

From the above table it is interpreted that the number of respondents were 0% is Strongly disagree, 2% is disagree, 14% is Neutral, 53% is agree, 31% is strongly agree

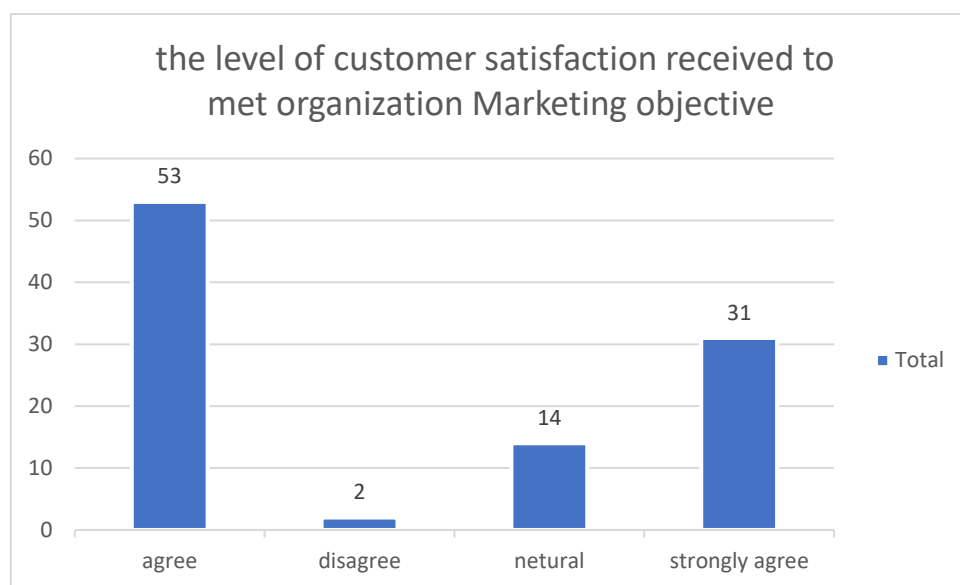


Fig 4.1.12 the level of customer satisfaction received to met organization Marketing objective

INFERENCE

- Majority 53% of the respondents that they are agree the level of customer satisfaction received to met organization Marketing objective

4.1.13 Table indicating the customer inquiries or issues were promptly addressed by IGP Engineers Pvt Ltd.

customer inquiries or issues were promptly addressed by IGP Engineers Pvt Ltd.	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
1	0	0%
2	1	1%
3	8	8%
4	37	37%
5	54	54%
TOTAL	100	100%

INTERPRETATION

From the above table it is interpreted that the number of respondents were 0 % is Very dissatisfied, 1% is dissatisfied, 8% is Neutral, 37% is satisfied, 54% is Very satisfied.

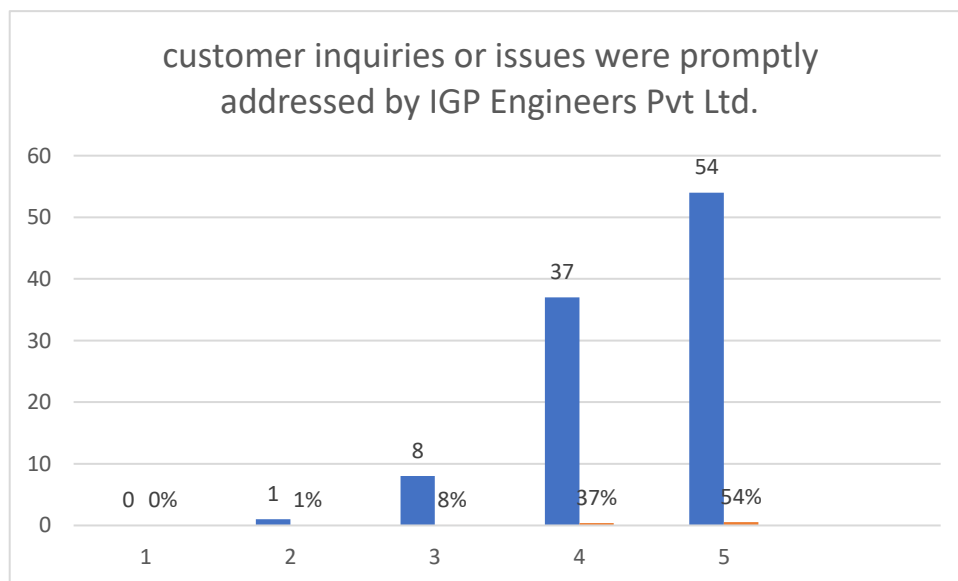


Fig 4.1.13 customer inquiries or issues were promptly addressed by IGP Engineers Pvt Ltd

INFERENCE

- Majority 54% of the respondents that they are very satisfied with Customer rating the inquiries or issues were promptly addressed by IGP Engineers Pvt Ltd

4.1.14 Table indicating the Customer has suggestions to improving they satisfaction needs

Customer has suggestions to improving they satisfaction needs	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
Customer services	2	2%
Payment	7	7%
Price	32	32%
Product/services quality	27	27%
Timely Delivery	32	32%
TOTAL	100	100

INTERPRETATION

From the above table it is interpreted that the number of respondents for Customer has suggestions to improving they satisfaction needs are 2% of them respondents for improve the Customer services, 7% respondents for improve the payment, 32% of them respondents for improve the price, 27% of them respondents for improve the product/services quality, 32% of them respondents for improve the timely delivery.

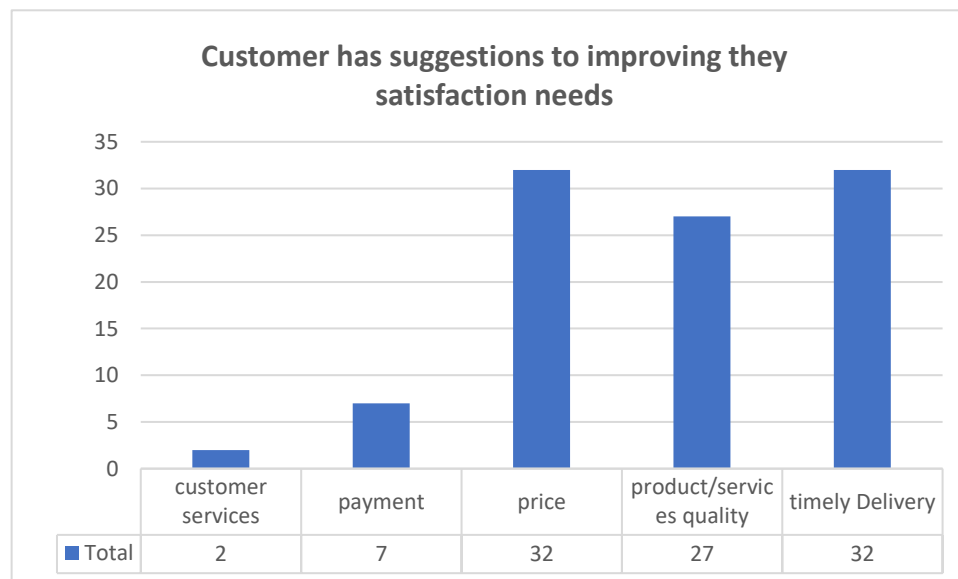


Fig 4.1.14 Customer has suggestions to improving they satisfaction needs

INFERENCE

- Majority 32% of the respondents that the customer wants to improve the price and timely deliver

4.1.15 Table indicating the Customer rate the satisfaction of communicate with IGP by both internally and externally

Customer rate the satisfaction of communicate with IGP by both internally and externally	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
1	0	0%
2	1	1%
3	4	4%
4	32	32%
5	63	63%
TOTAL	100	100%

INTERPRETATION

From the above table it is interpreted that the number of respondents were 0 % is Very dissatisfied, 1% is dissatisfied, 4% is Neutral, 32% is satisfied, 56% is Very satisfied.

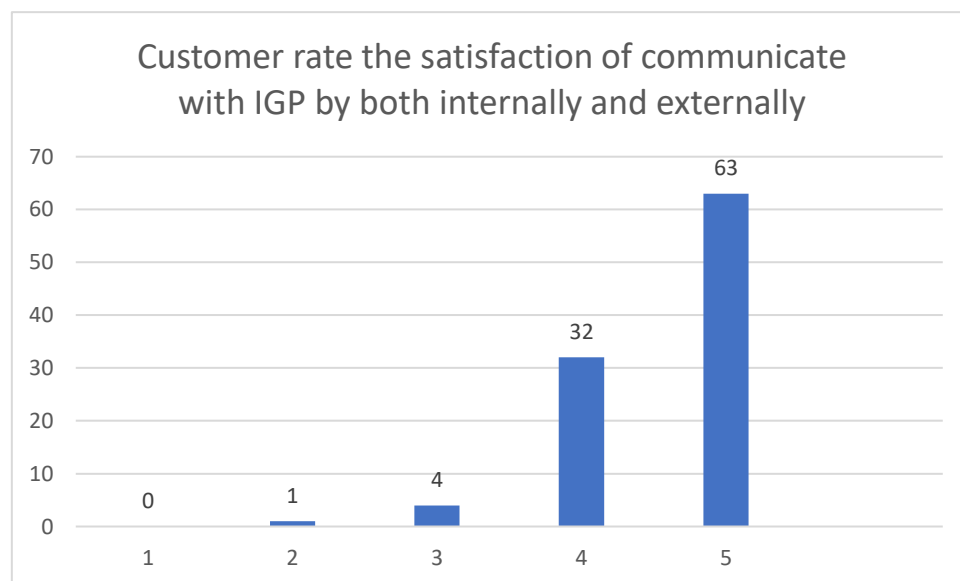


Fig 4.1.15 Customer rate the satisfaction of communicate with IGP by both internally and externally

INFERENCE

- Majority 63% of the respondents that they very satisfied with Customer rate the satisfaction of communicate with IGP by both internally and externally

4.1.16 Table indicating the customer will recommend IGP company products/services to others

customer will recommend IGP company products/services to others	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
Yes	57	57%
No	0	0
May be	43	43%
TOTAL	100	100%

INTERPRETATION

From the above table it is interpreted that the customer will recommend IGP company products/services to others are, 57% of respondents that they will recommend product to other, 0% of respondents that they will not recommend product to other, 43% of respondents that they ,may be recommend product to other

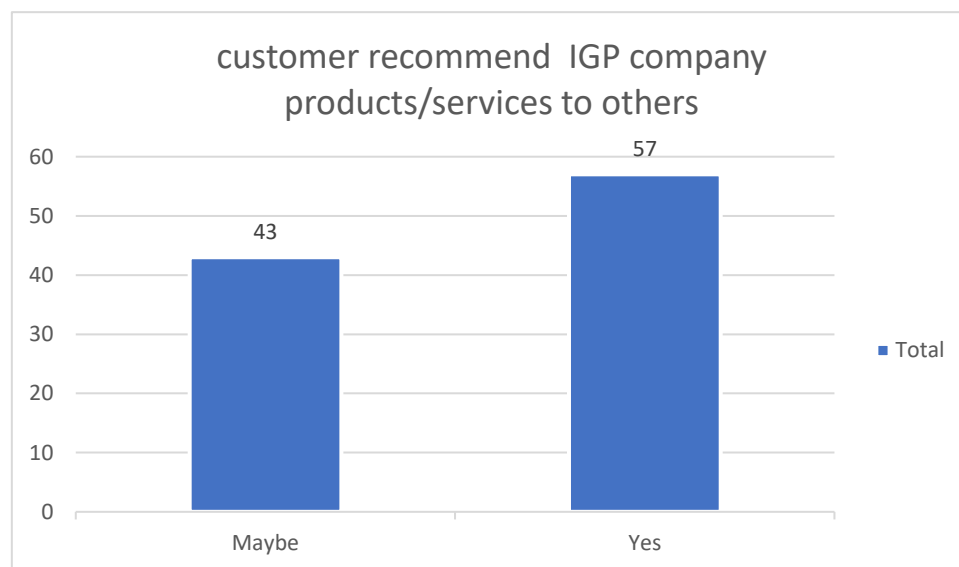


Fig 4.1.16 customer recommend IGP company products/services to others

INFERENCE

- Majority 57% of the respondents that the customer will recommend IGP company products/services to others

4.2. STATISTICAL ANALYSIS:

HYPOTHESIS - 1

- Null Hypothesis (H0): There is no significant relationship between age of respondents and factors determining customer satisfaction in IGP Engineers Pvt Ltd.
- Alternative Hypothesis (H1): There is no significant relationship between age of respondents and factors determining customer satisfaction in IGP Engineers Pvt Ltd.

Correlations

[DataSet14]

Correlations			
		Age of the customer respondent	Which of the following factors do you consider most important in determining your customer satisfaction with IGP Engineers Pvt Ltd?
Age of the customer respondent	Pearson Correlation	1	-.066
	Sig. (2-tailed)		.517
	N	100	100
Which of the following factors do you consider most important in determining your customer satisfaction with IGP Engineers Pvt Ltd?	Pearson Correlation	-.066	1
	Sig. (2-tailed)	.517	
	N	100	100

INTERPRETATION

The p value is -.066 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between the age and factors determining customer satisfaction

INFERENCE

Therefore, there is a no significant difference between the age and factors determining customer satisfaction

HYPOTHESIS - 2

- Null Hypothesis (H0): There is no significant relationship between education qualification and level of customer satisfaction on the marketing techniques of IGP Engineers Pvt Ltd.
- Alternative Hypothesis (H1): There is no significant relationship between Education Qualification and level of customer satisfaction on the marketing techniques of IGP Engineers Pvt Ltd.

Crosstabs

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Education Qualification * How pleased are you with our customer satisfaction , IGP Engineers Pvt Ltd.?	100	100.0%	0	0.0%	100	100.0%

Education Qualification * How pleased are you with our customer satisfaction , IGP Engineers Pvt Ltd.? Crosstabulation

Count		How pleased are you with our customer satisfaction , IGP Engineers Pvt Ltd.?			Total
		1	2	3	
Education Qualification	1	10	25	3	38
	2	16	38	3	57
	3	3	2	0	5
Total		29	65	6	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.856 ^a	4	.582
Likelihood Ratio	2.823	4	.588
Linear-by-Linear Association	1.337	1	.247
N of Valid Cases	100		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .30.

INTERPRETATION:

The p value is 0.582 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. And H1 is rejected

INFERENCE:

Therefore, there is a no significant difference between the Education Qualification and level of customer satisfaction on the marketing techniques

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. FINDINGS

- Majority 66% of the respondents are male.
- Majority 34 % of the respondents belong to the age group of 31-35 category.
- Majority 57% of the respondents belongs to post graduate educational qualification.
- Majority 53% of the respondents that they are more than 10 years of experience as a customer of IGP Engineers Pvt Ltd
- Majority 38% of the respondents that they are purchasing Ring gasket product from IGP Engineers Pvt Ltd of the respondents
- Majority 62% of the respondents that they are Frequently interact with our Marketing team or representatives in IGP Engineers Pvt Ltd of the respond
- Majority 44% of the respondents that they are satisfied with Customer rating the make a purchase of product based on interaction in organization marketing team.
- Majority 46% of the respondents that they are collect feedback through the mail from the customers
- Majority 46% of the respondents that they are collect feedback through the mail from the customers
- Majority 34% of the respondents that the customer satisfied with product/services in IGP Engineers Pvt Ltd
- Majority 53% of the respondents that they are agree the level of customer satisfaction received to met organization Marketing objective
- Majority 54% of the respondents that they are very satisfied with Customer rating the inquiries or issues were promptly addressed by IGP Engineers Pvt Ltd
- Majority 32% of the respondents that the customer wants to improve the price and timely delivery

- Majority 57% of the respondents that the customer will recommend IGP company products/services to others

5.2 SUGGESTIONS

- Focus on enhancing the quality of products and services offered by IGP Engineers.
- Address any issues raised by customers promptly and effectively.
- Implement continuous improvement strategies based on customer feedback.
- Ensure that information about products, services, and promotions is easily accessible.
- Utilize clear and transparent communication to build trust
- Establish key performance indicators (KPIs) to measure the success of marketing strategies.
- Regularly monitor and assess the impact of implemented changes on customer satisfaction
- Leverage technology for data analytics to understand customer behavior

5.3 LIMITATIONS OF THE STUDY:

- Due to the time constraint, the sample size was restricted to 100 respondents only.
- Since the study is based on the primary data collected through a questionnaire the result of the study is subject to all the limitations of the primary data.
- The analysis is based on some statistical tools which has its own limitation.
- The findings and suggestions are based on the information given by the respondents

5.4. CONCLUSION

The study delved into analysing the correlation between marketing techniques employed by IGP Engineers Pvt Ltd and their impact on customer satisfaction. The research highlighted the significant influence of marketing techniques on customer satisfaction within IGP Engineers. The company managed to positive impacts like increased customer engagement, higher retention, etc.. Conversely, areas that require improvement were identified, particularly in areas needing enhancement such as communication, product quality, time of delivery etc. The company's responsiveness to customer opinions and the agility in adapting strategies based on feedback significantly contributed to enhancing customer satisfaction levels. he study underscores the potential for sustained growth and improved customer satisfaction for

IGP Engineers Pvt Ltd. By leveraging the insights gleaned from this study, the company can chart a course towards continuous improvement, ensuring a more robust market presence and heightened customer satisfaction. In essence, the study serves as a foundational framework for IGP Engineers, guiding them towards more targeted and effective marketing strategies that can drive customer satisfaction, loyalty, and sustainable growth in the dynamic market landscape.

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ANNEXURE – QUESTIONNAIRE
A STUDY ON IMPACT OF CUSTOMER SATISFACTION OF MARKETING
TECHNIQUES WITH SPECIAL REFERENCE OF
IGP ENGINEERS PVT LTD

1. Name of the customer _____
2. Name of the Customer contact _____
3. Gender
 - a. Male
 - b. Female
4. Age of the customer respondent
 - a. 25-30
 - b. 31-40
 - c. 41-50
 - d. 50 and above
5. Education Qualification
 - a. 12th pass
 - b. Diploma
 - c. Post graduate
 - d. Undergraduate
6. How long have you been a customer of IGP Engineers Pvt Ltd?
 - a. Less than 1 year
 - b. 1-5years
 - c. 6-10years
 - d. More than 10 years
7. What products will you be purchasing from IGP Engineers Pvt Ltd.?
 - a. Solid Metal Type Gasket
 - b. Ring Gaskets
 - c. CS Ring Type Joint Gasket
 - d. Grooved Metal Gasket
 - e. Monolithic Insulation Joints
 - f. Non-metallic gaskets
 - g. Other

8. How often do you interact with our Marketing team or representatives?
- Frequently
 - Occasionally
 - Rarely
9. How would you rate the professionalism and knowledge of our Marketing team?
- Excellent
 - Good
 - Needs improvement
10. How likely are you to make a purchase from us based on your interactions with our marketing team?

Very unsatisfied	Un satisfied	neutral	satisfied	Very satisfied
1	2	3	4	5

11. How does IGP Engineers Pvt Ltd. get feedback from customers?
- online
 - mail
 - visit
 - over phone
12. Which of the following factors do you consider most important in determining your customer satisfaction with IGP Engineers Pvt Ltd?
- Price
 - Product/Service Quality
 - Customer Service
 - Timely Delivery
 - Brand Reputation
 - Others

13. How pleased are you with our customer satisfaction, IGP Engineers Pvt Ltd.?

Very unsatisfied	Unsatisfied	neutral	satisfied	Very satisfied
1	2	3	4	5

14. Whether the level of customer satisfaction received to met Marketing objective?

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

15. Were your inquiries or issues resolved to your satisfaction in a timely manner?

Very unsatisfied	Un satisfied	neutral	satisfied	Very satisfied
1	2	3	4	5

16. Do you have any suggestions for improving our customer satisfaction?

- a. Price
- b. Product/Service Quality
- c. Timely Delivery
- d. Brand Reputation
- e. Others

17. How well did IGP communicate with customers both internally and externally?

Very unsatisfied	Unsatisfied	neutral	satisfied	Very satisfied
1	2	3	4	5

18. Would you recommend our products/services to others?

- a. Yes
- b. No

19. Have you ever faced any issues or problems with, IGP Engineers Pvt Ltd products/services? If yes, please describe briefly.

20. Is there anything else you would like to share about your experiences with IGP Engineers Pvt Ltd, particularly related to marketing, sales, or customer satisfaction?

A STUDY ON THE IMPACT OF CUSTOMER SATISFACTION OF MARKETING TECHNIQUES WITH SPECIAL REFERENCE OF IGP ENGINEERS PVT LTD

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ABSTRACT

This study aims to explore the relationship between customer satisfaction and marketing techniques, focusing on the specific case of IGP Engineers Pvt. Ltd. In today's competitive business environment, maintaining high levels of customer satisfaction is critical for the success of any organization. This research investigates how customer satisfaction influences marketing strategies and evaluates the effectiveness of these strategies at IGP Engineers Pvt. Ltd. The study employs a mixed-method approach, combining qualitative and quantitative research methods to provide a comprehensive analysis of the company's marketing practices and customer satisfaction.

KEYWORDS: marketing techniques, customer satisfaction, internal and external relationship.

INTRODUCTION:

Marketing deals with identifying and meeting human and social needs. One of the shortest definitions of marketing is —meeting needs profitably. The objective of all business enterprises is to satisfy the needs and wants of the society. Marketing is, therefore, a basic function of all business firms. When a salesperson sells washing machines, a doctor treats a patient or a government asks people to take their children for getting polio drops, each is marketing something to the targets. emphasis on selling satisfaction ‘and not merely on selling products. The activities have to be coordinated to develop the marketing mix, which provides maximum satisfaction to the customers. This study aims to assess the impact of customer satisfaction on marketing techniques, specifically focusing on IGP Engineers Pvt Ltd. Customer satisfaction plays a vital role in the success of any business, and understanding the correlation between marketing techniques and customer satisfaction can provide valuable insights for companies. By analysing the strategies employed by IGP Engineers Pvt Ltd and their effect on customer satisfaction, this study aims to contribute to the existing body of knowledge in marketing research.

OBJECTIVES:

- To identify the level of customer satisfaction at IGP Engineers Pvt Ltd.
- To identify the key determining impact factors in customer satisfaction within the scope of IGP Engineers Pvt Ltd's products and services.
- To suggested techniques and improvements in marketing techniques based on the study's findings to enhance customer satisfaction and overall business performance for IGP Engineers Pvt Ltd.

SCOPE OF THE STUDY:

- Customer satisfaction can be described as the extent to which a business's products or services meet or exceed the expectations of its customers.
- It is widely recognised as a primary driver of customer loyalty, repeat purchases, and positive word-of-mouth referrals, and it is one of the most important factors in customer retention.
- To study the customer satisfaction and value of Having high performance of the organization. And adding the benefits customer satisfaction.

NEED FOR THE STUDY:

- Customer satisfaction should be of great concern in all organization.
- Customer satisfaction plays the key role in the growth of any
- organisation.
- Customer satisfaction is one way in which on organization gets establishment and gains recognition among the public.
- The research study will assist in determining where the organization is behind and how it might catch up as well as understanding consumer satisfaction at various levels.

REVIEW OF LITERATURE:

According to Hamdani et al., (2011), customer satisfaction is the level of feeling where a person states the results of a comparison of the performance of a product / service received and expected. Customer satisfaction and dissatisfaction with a product as the end of a sales process has its own impact on behavior customers to these products

Hanif, Hafez & Riaz, 2010- Customer satisfaction measures the difference between prior expectations for the product and its actual performance. Customer satisfaction is determined by how customers respond to the condition of satisfaction and how customers assess their level of satisfaction

khayyat & Heshmati 2012- Customer satisfaction is the customer's response to the satisfied condition and rating of that satisfied condition. Customer satisfaction is the expectation before consuming a product regarding or it is a pre-consumption expectation or perception.

Kurniawan (2010) Customer satisfaction is a dynamic process that can alter over time. The individual's view of a product's or service's ability to satisfy customers.

According to Maxham (2001), satisfaction is the result of a purchase in which the client weighs the costs and benefits against the expected outcomes. Customer satisfaction and maximize profits are always highly associated. Customer happiness and an organization's goal of earning profits are always strongly connected.

Yuan Hu, Ching-Chan & Cheng, Hong, 2010- No one is more important than customers, and maintaining their satisfaction through better services is the ultimate goal in terms of competitiveness and income preservation for the future.

Madern, Maull, Smart & Baker, 2005- The quality of the relationship is known as the satisfaction reflection, which expresses the idea that employee satisfaction, which is reflected in terms of customer satisfaction, is a key factor in corporate success. Employee satisfaction has a direct impact on both client satisfaction and service quality, for example, thus if employees are satisfied, so will be the quality of the service.

According to Wandaogou & Jalulah (2011), a consumer's post-purchase review and consumer response to the total product or service experience constitutes customer satisfaction.

According to Joshua's (2009) paradigm, consumer satisfaction is a consumer's fulfilment reaction, and satisfaction ratings are impacted by satisfaction is an effective response—both positive and negative—as well as intellectual disconfirmation.

According to Brown & Lam (2008), customer satisfaction is defined as a response of contentment that includes an assessment of a good or service, giving the user some enjoyment and fulfilment from the purchase.

Customer satisfaction, according to Biswas (2010), is the culmination of consumers' perceptions, assessments, and emotional responses to their interactions with a product or service.

Lin and Wu (2011) expanded on this by stating that customer happiness is correlated with long-term client retention since dissatisfied consumers have a high likelihood of switching (**Sabir et al, 2014**). A comparison of what customers anticipate from a good or service and what they actually receive after using it can be used to determine whether a business is meeting its customers' expectations.

RESEARCH DESIGN:

The study is descriptive in nature. This research is basically fact finding with adequate interpretation using simple analysis of data and by developing thinking and elaborating of patterns and obtaining tentative generalizations as hypothesis.

SOURCES OF DATA:

- Primary Data – Questionnaire given to 100 respondents
- Secondary Data - Websites and, Published reports & Review of literature from published articles.

HYPOTHESIS:

HYPOTHESIS - 1

- Null Hypothesis (H0): There is no significant relationship between age of respondents and factors determining customer satisfaction in IGP Engineers Pvt Ltd.
- Alternative Hypothesis (H1): There is no significant relationship between age of respondents and factors determining customer satisfaction in IGP Engineers Pvt Ltd.

HYPOTHESIS - 2

- Null Hypothesis (H0): There is no significant relationship between education qualification and level of customer satisfaction on the marketing techniques of IGP Engineers Pvt Ltd.
- Alternative Hypothesis (H1): There is no significant relationship between Education Qualification and level of customer satisfaction on the marketing techniques of IGP Engineers Pvt Ltd.

PERCENTAGE ANALYSIS:

Research questions are always answered with a descriptive statistic generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

AGE	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
25-30	19	19%
31-40	69	69%
41-50	12	12%
51 an above	0	0%
TOTAL	100	100%

INTERPRETATION

table it is interpreted that the number of respondents 25-30 ages of respondents are 19%, between 31-40 age of respondents are 69%, between 41-50 age of respondents 34%, between 36-40 age of respondents are 12%, and the ages 51 an above of respondents are 0%

EDUCATION QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
12 th	0	0%
DIPLOMA	5	5%
POST GRADUATE	57	57%
UNDERGRADUATE	38	38%
TOTAL	100	100%

INTERPRETATION:

table it is interpreted that the number of respondents 12th of respondents are 0%, diploma of respondents are 5%, and under graduate of respondents 38 %, post graduate of respondents are 57%.

most important in determining factor that the customer satisfaction with IGP Engineers Pvt Ltd	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
Customer services	26	26%
Price	1	1%
Product/ services quality	34	34%
Timely delivery	8	85%
ALL the given above	31	31%
TOTAL	100	100%

INTERPRETATION

table it is interpreted that the most important in determining factor that the customer satisfaction with IGP Engineers Pvt Ltd are ,26% of them respondent for customer services ,1% of them respondent for price, 34% of them respondent for product/ services quality, 8% of them respondent for timely delivery, 31% of them respondent for all the given option.

satisfied with customer satisfaction in IGP Engineers Pvt Ltd	NO. OF RESPONDENTS	PERCENTAGE ANALYSIS
Strongly disagree	0	0%
Disagree	2	2%
Neutral	14	14%
agree	53	53%
Strongly agree	31	31%
TOTAL	100	100%

INTERPRETATION:

table it is interpreted that the number of respondents were 0% is Strongly disagree, 2% is disagree, 14% is Neutral, 53% is agree, 31% is strongly agree

INFERENCE

- Majority 34 % of the respondents belong to the age group of 31-35 category.
- Majority 57% of the respondents belongs to post graduate educational qualification.
- Majority 34% of the respondents that the customer satisfied with product/services in IGP Engineers Pvt Ltd
- Majority 53% of the respondents that they are agree the level of customer satisfaction received to met organization Marketing objective

CORRELATION:

correlation is a statistical technique that shows how strongly two variables are related to each other or the degree of association between the two

Correlations			
		Age of the customer respondent	Which of the following factors do you consider most important in determining your customer satisfaction with IGP Engineers Pvt Ltd?
Age of the customer respondent	Pearson Correlation	1	-.066
	Sig. (2-tailed)		.517
	N	100	100
Which of the following factors do you consider most important in determining your customer satisfaction with IGP Engineers Pvt Ltd?	Pearson Correlation	-.066	1
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	N	100	100

INTERPRETATION

The p value is -.066 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between the age and factors determining customer satisfaction

INFERENCE :Therefore, there is a no significant difference between the age and factors determining customer satisfaction

CHI-SQUARE TEST:

A chi-square statistic is one way to show a relationship between two categorical variables. In statistics, there are two types of variables: numerical (countable) variables and non-numerical (categorical) variables.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.856 ^a	4	.582
Likelihood Ratio	2.823	4	.588
Linear-by-Linear Association	1.337	1	.247
N of Valid Cases	100		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .30.

INTERPRETATION:

The p value is 0.582 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. And H1 is rejected

INFERENCE:

Therefore, there is a no significant difference between the Education Qualification and level of customer satisfaction on the marketing techniques

FINDINGS:

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LIMITATIONS OF THE STUDY:

- Due to the time constraint, the sample size was restricted to 100 respondents only.
- Since the study is based on the primary data collected through a questionnaire the result of the study is subject to all the limitations of the primary data.
- The analysis is based on some statistical tools which has its own limitation.
- The findings and suggestions are based on the information given by the respondents

CONCLUSION

The study delved into analysing the correlation between marketing techniques employed by IGP Engineers Pvt Ltd and their impact on customer satisfaction. The research highlighted the significant influence of marketing techniques on customer satisfaction within IGP Engineers. The company managed to positive impacts like increased customer engagement, higher retention, etc.. Conversely, areas that require improvement were identified, particularly in areas needing enhancement such as communication, product quality, time of delivery etc. The company's responsiveness to customer opinions and the agility in adapting strategies based on feedback significantly contributed to enhancing customer satisfaction levels. he study underscores the potential for sustained growth and improved

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