

AN ANALYTICAL STUDY ON THE CONSUMER BEHAVIOR AND CUSTOMER SATISFACTION WITH REFERENCE TO FABHOST WEB SOLUTIONS

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

VENKATESHWARAN P
Register No.40410188



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

APRIL 2022



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **VENKATESHWARAN P 40410188** who carried out the project entitled "**AN ANALYTICAL STUDY ON THE CONSUMER BEHAVIOR AND CUSTOMER SATISFACTION WITH REFERENCE TO FABHOST WEB SOLUTIONS**" under my supervision from January 2022 to March 2022.

Dr.VELUMONI.D
Internal guide

External Guide

Dr. BHUVANESWARI .G
Dean – School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **VENKATESHWARAN P(40410188)** hereby declare that the Project Report entitled **“AN ANALYTICAL STUDY ON THE CONSUMER BEHAVIOR AND CUSTOMER SATISFACTION WITH REFERENCE TO FABHOST WEB SOLUTIONS”** done by me under the guidance of **DR.VELUMONI.D**is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:
VENKATESHWARAN P

ACKNOWLEDGEMENT

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 would like to express my sincere and deep sense of gratitude to my Project Guide **DR.VELUMONI.D** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

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

VENKATESHWARAN P

**“AN ANALYTICAL STUDY ON THE CONSUMER BEHAVIOR
AND CUSTOMER SATISFACTION WITH REFERENCE TO
FABHOST WEB SOLUTIONS”**



**UNDER THE GUIDANCE OF
Mrs.VELUMONI.D
SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY CHENNAI**

**BY
VENKATESHWARAN.P**

**A REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS OF
MBA
SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY CHENNAI**

EXECUTIVE SUMMARY

Customer satisfaction in software industry is the predominant topic to be discussed. There are several products to market. Software products are with international standards and should be served for national and international clients. To market the software products in the country the distinct qualities should be rendered to the products and the products should be sold to the customers. The software products should be developed to meet the expectations of the customers and mixed with the international quality standards. Customer is the king for every business, who controls the business, wields life and death power over the product of the manufacturer.

The customer satisfaction is depended on many factors of the product development. In this paper the customer satisfaction levels and the objectives are discussed in detail. The thesis consists of introduction to the customer satisfaction definitions, objectives, limitations and need of the study. The thesis has been developed by taking the products of Fabhost Web Solutions. The products analysis and the feedback on the products from the customers have been taken into consideration.

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Introduction

INTRODUCTION:

Customer satisfaction is playing a vital role in promoting the product and experience the profit in the business. In judging the customer satisfaction factors are that businesses should consider: Increasing loyalty and customer retention by just 5% can increase profits by 75%. Most dissatisfied customers will reveal the problem for 9 other people. Only 4% of dissatisfied customers actually complain to the company. Satisfied customers, on the other hand, tell 5 to 6 other people about their positive experience. Managing dissatisfaction, then, is a critical consideration in planning a customer satisfaction. The present investigation is to find the ways to get the customer satisfaction in software industry.

This has to be achieved with the combination of key customer requirements as well as the remarkable quality parameters specified by the international quality standards. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms. This should be different and add to the basic entities of business like marketing, sales, service after sales.

Outline of Study:

Customer satisfaction is regarded as the most predominant for any business. Customer satisfaction leads to set up the standards needed for growth of the business. The competition in software industry is very high and filled with neck to neck competition. Predicting customer satisfaction in the field of software is key point. This has to be addressed and find the possible innovative solutions to achieve the customer satisfaction in the field of software products. To attain Customer-oriented business philosophy the company has to follow customer-focus,

customer centrisism, relationship marketing and other necessary customer centric fundamental concepts. The important business improvement factor has to be defined along with the quality parameters of international standards of software industry.

Industry Profile

COMPANY PROFILE:

A. COMPANY PROFILE:

Fabhost web solutions, Established in the year 2004 fabhost is a professional software development company based in Chennai, South India. Our Company providing solutions for web design and development, Web application development, SEO based Digital Marketing, Creative Multimedia Works and Hosting Services. Our rich portfolio justifies the fact that we function as a world class offshore web development Company. We believe Good service is good business our aspects are to focus the needs of our clients and provide 100% satisfaction.

SOLUTION

Fabhost was established with an aim to provide Low Cost Web Design, Development and SEO, Web promotions and social marketing services that not only meet the expectations, but also reflect our philosophy of creating real values for our clients. We have a holistic approach that goes beyond mere cost savings for our client.

MISSION

To be a global online service provider in India having an excellent customer service with pioneering technology, creativity, integrity and social responsibility.

VISION

- To create and deliver emerging highest quality precision services.
- To ensure that projects are completed and delivered within the time requirements of our customers. To satisfy our customer's requirements and expectations through dedicated service.
- To treat each customer and employee with integrity and fairness.
- To invest in technologies and personnel that will enable our company to stay at the forefront of precision online capabilities

SERVICES:

Customize Web Design

Corporate Web Design

Mobile Site Design

Web Application Development

SEO & Digital Marketing

Creative Multimedia Works

PRODUCTS:

Online College Management System

Online School Management System

Online Multipurpose Billing System

Quick E-Shop with Payment Gateway

Library Management System – Barcode & RFID

Online Question Paper Generator

Contact Details:**FABHOST WEB SOLUTIONS**

#34/6 Avvaiyar Street, Ambal Nagar,

Ekkaduthangal, Chennai – 600032.

PH; 044-48519444

INDUSTRY PROFILE

About Industry

Our passion is to provide a world class web designs to all the startups and large organizations. We deliver website designing and development services ranging from simple static to interactive dynamic, responsive website. Our web design process always takes into consideration the requirements, suggestion and continuous feedback from our clients in order to deliver web work that not only satisfies them but exceeds their expectations.

Why Fabhost?

For over ten years fabhost have been delivering beautiful, standards compliant web sites and has emerged as a premium website design company in chennai. With a deep commitment to designing the best possible experience for the end user it comes as no surprise that our work is showcased around the web. Our web portfolio speaks for itself. From simple brochure sites through to highly complex database driven applications, Fabhost can design and build a solution that will work for you and your clients.

A professionally designed website is the most cost effective marketing tool available in the world today. We are confident that all of our clients would not hesitate to recommend our web design services.

UNIQUENESS

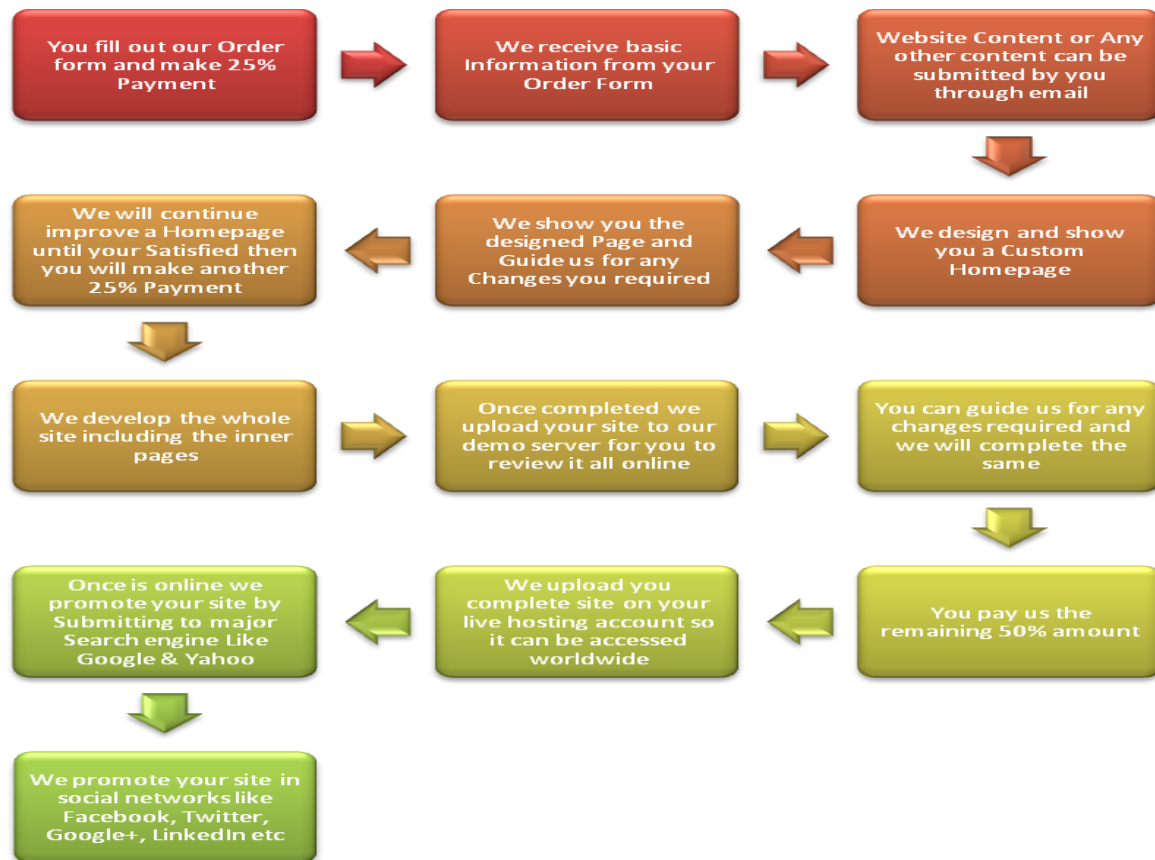
- One stop solutions for your complete requirements
- Own innovative design team will provide a unique identity to your business
- Vast Pool Of IT Professionals
- Extended Business Philosophy
- Having 10 years of experience in providing internet services and solutions
- We use modern software engineering practices to further our intent.

B. DEPARTMENT PROFILE:

We are a team of young enthusiasts with strong focus, dedication and passion for what we do. We help you maintain and improvise your online identity and Rediscover and reinstate your brand. We also facilitate you to reach out in the Global markets.

- ✓ Project Manager
- ✓ Layout Designer
- ✓ Web designers
- ✓ Web Developers
- ✓ Content Writers
- ✓ Hosting & Testing Engineers

HOW THEY WORK:



Literature Review

CHAPTER 2

LITERATURE ON CUSTOMER SATISFACTION

Why Organizations Focus on Customer Satisfaction

Businesses monitor customer satisfaction in order to determine how to increase their customer base, customer loyalty, revenue, profits, market share and survival. Although greater profit is the primary driver, exemplary businesses focus on the customer and his/her experience with the organization. They work to make their customers happy and see customer satisfaction as the key to survival and profit. Customer satisfaction in turn hinges on the quality and effects of their experiences and the goods or services they receive.

Customer Satisfaction

The definition of customer satisfaction has been widely debated as organizations increasingly attempt to measure it. Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customer's experience of both contact with the organization (the "moment of truth" as it is called in business literature) and personal outcomes. Some researchers define a satisfied customer within the private sector as "one who receives significant added value" to his/her bottom line—a definition that may apply just as well to public services. Customer satisfaction differs depending on the situation and the product or service. A customer may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these. Some researchers completely avoid "satisfaction" as a measurement objective because it is "too fuzzy an idea to

serve as a meaningful benchmark.” Instead, they focus on the customer’s entire experience with an organization or service contact and the detailed assessment of that experience.

For example, reporting methods developed for health care patient surveys often ask customers to rate their providers and experiences in response to detailed questions such as, “How well did your physicians keep you informed?” These surveys provide “actionable” data that reveal obvious steps for improvement. Customer satisfaction is a highly personal assessment that is greatly influenced by individual expectations

Some definitions are based on the observation that customer satisfaction or dissatisfaction results from either the confirmation or disconfirmation of individual expectations regarding a service or product. To avoid difficulties stemming from the kaleidoscope of customer expectations and differences, some experts urge companies to “concentrate on a goal that’s more closely linked to customer equity.” Instead of asking whether customers are satisfied, they encourage companies to determine how customers hold them accountable Customer satisfaction, a business term, are a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business

Customer satisfaction depends on the product’s performance relative to a buyer’s expectation, the customer is dissatisfied. If preference matches expectations, the customer is satisfied. If preference is exceeds expectation, the customer is highly satisfied or delighted outstanding marketing insurance companies go out of their way to keep their customer satisfied. Satisfied customers make repeat purchases insurance products and tell other about their good experiences with the product. The key is to match customer expectations with company performance. Smart insurance company’s aim to delight customers by promising only

what they can deliver, then delivering more than the promise. Consumers usually face a broad array of products and services that might satisfy a given need. How do they choose among these many marketing makers offers? Consumers make choices based on their perception of the value and satisfaction that various products and services deliver.

Customer value is the difference between the values the customer gains from owning and using a product and the costs of obtaining the products customers from expectations about the value of various marketing offers and buy accordingly. How do buyers from their expectations? Customer expectations are based on past buying experiences, the opinion of friends and marketer and competitor information and promises.

Customer satisfaction with a purchase depends on how well the product's performance lives up to the customers' expectations. Customer satisfaction is a key influence on future buying behaviour. Satisfied customers buy again and tell others about their good experiences dissatisfied customer's of ten switches to competitors and disparage the products to others. An insurance provider open only to active duty, retired and separated military members and their immediate families and therefore not included in the rankings, achieved a satisfaction ranking equal to that any insurance company.

In general, customer satisfaction with auto insurance providers decreased significantly, with 20 of the 21 companies surveyed decreasing in satisfaction from the previous year. Insurance is the only carrier that did not experience a decline in satisfaction. Though consumers report their insurance carriers are resolving their claims and problems faster. Businesses survive because they have customers who are willing to buy their products or

services. However, many businesses fail to “check in” with their customers to determine whether they are happy or not and what it will take to make or keep them happy.

According to U.S. consumers’ affairs department, it costs five times more to gain a new customer than to retain an existing one. Other studies have repeated that with just a five percent increase in Customer retention’s a firm can raise its profitability customers spend salary at first, but with succeeding years of good experience, they will spend increasingly more.

Depending on the industry and the nature of the bad experience, dissatisfied customers will complain to 10 to 20 friends and acquaintances, which is three times more than those with good experiences are. Hence, the negative information is influential, and consumers generally place significant weight on it when making a decision. If that is not the reason enough, fierce competitor is needed more and more to differentiate firms from one another. With technology available to virtually every one today, the traditional features and cost advantages are no longer relevant. Still product and service quality provides an enormous opportunity to distinguish a firm from the rest. The Japanese have recognized this and have taught us to expect quality. Today’s consumers do, and they know more about products and services than they ever did.

Customers are the best source of information. Whether to improve an existing product or service or whether firms are planning to launch something new. There is no substitution for “getting it from horse’s mouth” When you talk to your customer directly, to increase your odds for achieving success you “mistake-proof” your decisions and work on what really matters. When you routinely ask the customers for feedback and involve them in business they, in turn, become committed to the success of your business.

Customer Satisfaction Measurement: -

A basic and effective base line customer satisfaction survey program should focus on measuring customer perceptions of how well the company delivers on the critical success factors and dimensions of the business as defined by the customers:

For example:

- Service Promptness
- Courtesy of Staff
- Responsiveness
- Understanding the customer problem, etc.

The findings of the company performance should be analyzed both with all customers and by key segments of the customer population. The essential starting point for Customer Satisfaction Measurement (CMS) is exploratory research. Since satisfaction is about an organization's ability. To meet customer requirement one has to start by clarifying with customers exactly what those requirements are. This is done through exploratory research using focus groups or one to one depth interviews.

Two main factors determine the accuracy of CMS. The first is the asking the right question and the second is the asking them to the right people sample of customers which accurately reflects the customer base.

Three things decide the accuracy of a sample. They are:

- It must be representative.
- It must be randomly selected.

- It must be adequate enough.

Measuring customer satisfaction

Organizations need to retain existing customers while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other factors the customer, such as other products against which the customer can compare the organization's products.

Work done by Parasuraman, Zeithaml and Berry (Leonard L) between 1985 and 1988 delivered SERVQUAL which provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the researcher with a satisfaction "gap" which is semi-quantitative in nature. Cronin and Taylor extended the disconfirmation theory by combining the "gap" described by Parasuraman, Zeithaml and Berry as two different measures (perception and expectation) into a single measurement of performance relative to expectation.

The usual measures of customer satisfaction involve a survey with a set of statements using a Linker Technique or scale. The customer is asked to evaluate each statement in terms of their perception and expectation of performance of the service being measured.

Methodologies

American Customer Satisfaction Index (ACSI) is a scientific standard of customer satisfaction. Academic research has shown that the national ACSI score is a strong predictor of Gross Domestic Product (GDP) growth, and an even stronger predictor of Personal Consumption Expenditure (PCE) growth. On the microeconomic level, research has shown that ACSI data predicts stock market performance, both for market indices and for individually traded companies. Increasing ACSI scores has been shown to predict loyalty, word-of-mouth recommendations, and purchase behaviour. The ACSI measures customer satisfaction annually for more than 200 companies in 43 industries and 10 economic sectors.

In addition to quarterly reports, the ACSI methodology can be applied to private sector companies and government agencies in order to improve loyalty and purchase intent. Two companies have been licensed to apply the methodology of the ACSI for both the private and public sector: CFI Group, Inc. applies the methodology of the ACSI offline, and Foresee Results applies the ACSI to websites and other online initiatives. ACSI scores have also been calculated by independent researchers, for example, for the mobile phones sector, higher education, and electronic mail.

The Kano model is a theory of product development and customer satisfaction developed in the 1980s by Professor Noriaki Kano that classifies customer preferences into five categories: Attractive, One-Dimensional, Must-Be, Indifferent, Reverse. The Kano model offers some

insight into the product attributes which are perceived to be important to customers. Kano also produced a methodology for mapping consumer responses to questionnaires onto his model. SERVQUAL or RATER is a service-quality framework that has been incorporated into customer-satisfaction surveys (e.g., the revised Norwegian Customer Satisfaction Barometer) to indicate the gap between customer expectations and experience.

J.D. Power and Associates provides another measure of customer satisfaction, known for its top-box approach and automotive industry rankings. J.D. Power and Associates' marketing research consists primarily of consumer surveys and is publicly known for the value of its product awards.

Other research and consulting firms have customer satisfaction solutions as well. These include A.T. Kearney's Customer Satisfaction Audit process, which incorporates the Stages of Excellence framework and which helps define a company's status against eight critically identified dimensions. For Business to Business (B2B) surveys there is the Info Quest box. This has been used internationally since 1989 on more than 110,000 surveys (Nov '09) with an average response rate of 72.74%. The box is targeted at "the most important" customers and avoids the need for a blanket survey.

Improving Customer Satisfaction

Published standards exist to help organizations develop their current levels of customer satisfaction. The International Customer Service Institute (TICSI) has released The International Customer Service Standard (TICSS). TICSS enables organizations to focus their attention on

delivering excellence in the management of customer service, whilst at the same time providing recognition of success through a 3rd Party registration scheme. TICSS focuses an organization's attention on delivering increased customer satisfaction by helping the organization through a Service Quality Model. TICSS Service Quality Model uses the 5 P's - Policy, Processes People, Premises, Product/Services, as well as performance measurement. The implementation of a customer service standard should lead to higher levels of customer satisfaction, which in turn influences customer retention and customer loyalty.

Customer Satisfaction Surveys:

Surveys and questionnaires are the most common marketing research methods. Typically, they are used to:

- ✓ Assess the level of customer satisfaction with a particular product, service or experience
- ✓ Identify factors that contribute to customer satisfaction and dissatisfaction;
- ✓ Determine the current status or situation of a product or service;
- ✓ Compare and rank providers;
- ✓ Estimate the distribution of characteristics in a potential customer population; or
- ✓ Help establish customer service standards.

Benefits and Challenges:

Surveys allow an organization to quickly capture vital information with relatively little expense and effort. A primary advantage of this method is its directness: "the purpose is clear and the responses straightforward." Additionally, the information gathered by surveys can easily be analyzed and used to identify trends over time. The public views consumer product polls and

pollsters in a generally positive manner compared to political and other polls. One study found that at least sixty percent of the public feels that market research about products and services has a positive impact on society. Seventy percent consider the people who conduct such surveys to have positive impacts on society.

A major disadvantage of customer surveys is that the responses may be influenced by the measurement itself through various forms of bias. For example, most surveys are voluntary, and some researchers have found differences between survey respondents and non-respondents. People who respond to surveys answer questions differently than those who do not respond, and late responders answer differently than early responders.

Chapter 3

Objectives

CHAPTER 3

3.1 OBJECTIVES OF THE STUDY

The following were the objectives of this study

- i) To study the demographic profile and awareness level of the respondents
- ii) To understand the perception on Customer Relationship activities of company.
- iii) To identify the factors influencing consumer satisfaction with company products.
- iv) To study the consumers' response towards marketing activities of company.
- v) To identify the reasons to switch' over from existing company to other companies.
- vi) To identify the satisfaction level between rural and urban customers.

In today's modern competitive, fast paced and global economy, a company has to consider its customers more than ever. The increasing power of the customer and fierceness of the competition mean that many organizations are seeking their marketplaces and profit margins eroded. 'The challenge for business today is to move from product orientation to customer focus. This is becoming more difficult because now customers are increasingly sophisticated, educated and well informed. They have high expectations of the service they want to receive. They want greater choice and will not be 'sold to' or manipulated. Therefore, now- a - days, customers are willing to be treated as individual. They want to be valued and to feel their custom important. Service organizations constantly strive for the higher level of customer services.' (Sarah Cook 2002, 3) Total care of the customer can only be achieved when the need of the internal as well as external customers is considered. A good customer service meet customers' expectation which is influenced by such factors as competitive pricing, employees courtesy and behavior, good value, service quality. However, a good employee tries with heart and mind to ensure the best possible service for the customer.

The purpose of the thesis therefore was to investigate the factors affecting the level of customer satisfaction and thereby improving the quality of services and products.

3.2 SCOPE OF THE STUDY

To provide excellent service, an organization needs to exceed customer expectations. An important factor in providing good service is to keep promises always and not to guarantee things that cannot be delivered. The main reason behind the research is to measure whether the current situation of customer service was satisfactory of company Moon travel. Furthermore, to consider the possible way that can be improved. The company Moon Travel is small size Travel Company that sells airline ticket and a few additional services to the customers. The company situated at Hakaniemi, Helsinki, Finland. The interest of this thesis comes from the fact of being involved as an employee for the company as well as a student of business management the author finds attractive to measure customer satisfaction. In this modern internet era, a non internet based travel agency as like Moon Travel need to very strategic to make a good impression in front of the customer. The current customer satisfaction level, factors affecting those satisfactions and customer loyalty factors will be discussed in this thesis.

3.3 LIMITATIONS OF STUDY

This Study was limited to Fabhost Web Solutions

The purpose of this study is to measure the current satisfaction level of the customer as well as better understand the customer's needs from company's point of view for improving the service level. It will also analyze the reason and factors that influences customers' satisfaction level and assist to find out the problems with the service of the case company. The analysis combined with empirical study in order to solve practical problems and find logical solution as well as give insight that might help the company to improve satisfaction level of customer and service level of the company.

3.4 RESEARCH METHODOLOGY

A research design is purely and simply the framework of plan for a study that guides the collection and analysis of data. It is a blue print that is followed in completing a study.

The DESCRIPTIVE RESEARCH DESEGN is the research design that is used here in identifying the “An Analytical study on the customer satisfaction with reference to “FABHOST WEB SOLUTIONS”

This method is basically used to establish priorities in studying the competing explanations of the phenomenon. The descriptive study is also used to increase the analyst's familiarity with the problem under investigation. Descriptive research design is concerned with determining frequency with which something occurs or how two variables vary together

A. RESEARCH DESIGN:

SAMPLING TECHNIQUES

The approach where only few units of population under study are considered for analysis is called sampling method. The sampling technique being used in the study is random sampling.

SAMPLING SIZE:

The research has to select a relevant fraction of the population, which is a representative of the entire population or universe. The sampling size will be small in the case of the descriptive study where less than 1 percent is sufficient to provide reliable results.

The sample size that is taken for the preparation of the project report is a total of 50, which is taken within Campus of Fabhost.

B. SOURCE OF DATA

DATA SOURCE

In this stage there is a need to gather primary as well as secondary data. Primary data are collected on original information gathered for a specific purpose either through personal interviews/ Questionnaires etc., and secondary data is collected from already existing sources in various records.

PRIMARY DATA

The present study had used survey method or collecting the primary data by distributing questionnaires to various respondents.

SECONDARY DATA

Secondary data is those data which has been collected already and recorded, but not for the purpose of the project. It is available from internal and external sources.

- Information is obtained from the internal sources like published data of the company has been collected.
- External data is collected from various websites.

C. SAMPLING

RESEARCH INSTRUMENT

A well-structure questionnaire will use to collect the primary data from the respondents. The respondents well have multiple choices to select their particular answers.

Questionnaire Development

Questionnaire is the most common instrument in collecting primary. In order to gather primary data from viewers; the questionnaire consists of following types of questions.

- Closed ended questions
- Multiple Choice questions
- Ranking question.

Closed ended Questions

Closed ended questions have no other options other than the selecting the one that close matches the respondent's opinion or attitude.

Dichotomous Questions

A dichotomous question refers to one, which offers the respondents a choice between only two alternatives.

Multiple Questions

A multiple choice question refers to one, which provides several sets of alternatives for the respondents' choice.

D. FORMULATION OF QUESTIONER

STATISTICAL TOOLS USED FOR DATA ANALYSIS

The statistical tools used to analyses the primary data in this present study:

- **Tabulation method**
- **Percentage analysis**

➤ Charts

TABULATION

Tabulation is the systematic arrangement of data in columns and rows. Rows are horizontal arrangements while columns are vertical arrangements. The purpose of tabulation is to simplify the presentation and to facilitate comparisons.

PERCENTAGE ANALYSES

Percentage analyses refer to specific kind of ratio. This method is used in making comparison between two or more series of data.

Percentage is calculated as follows:

$$=d/n*100$$

Where

d=the number of respondents

n=the base or the sample group

CHARTS

- ✓ Pi-chart
- ✓ Percentage method

Data Analysis and Interpretation

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

GRAPH No.1

GRAPH SHOWING-THE PROFILE OF THE RESPONDENTS BASED ON AGE

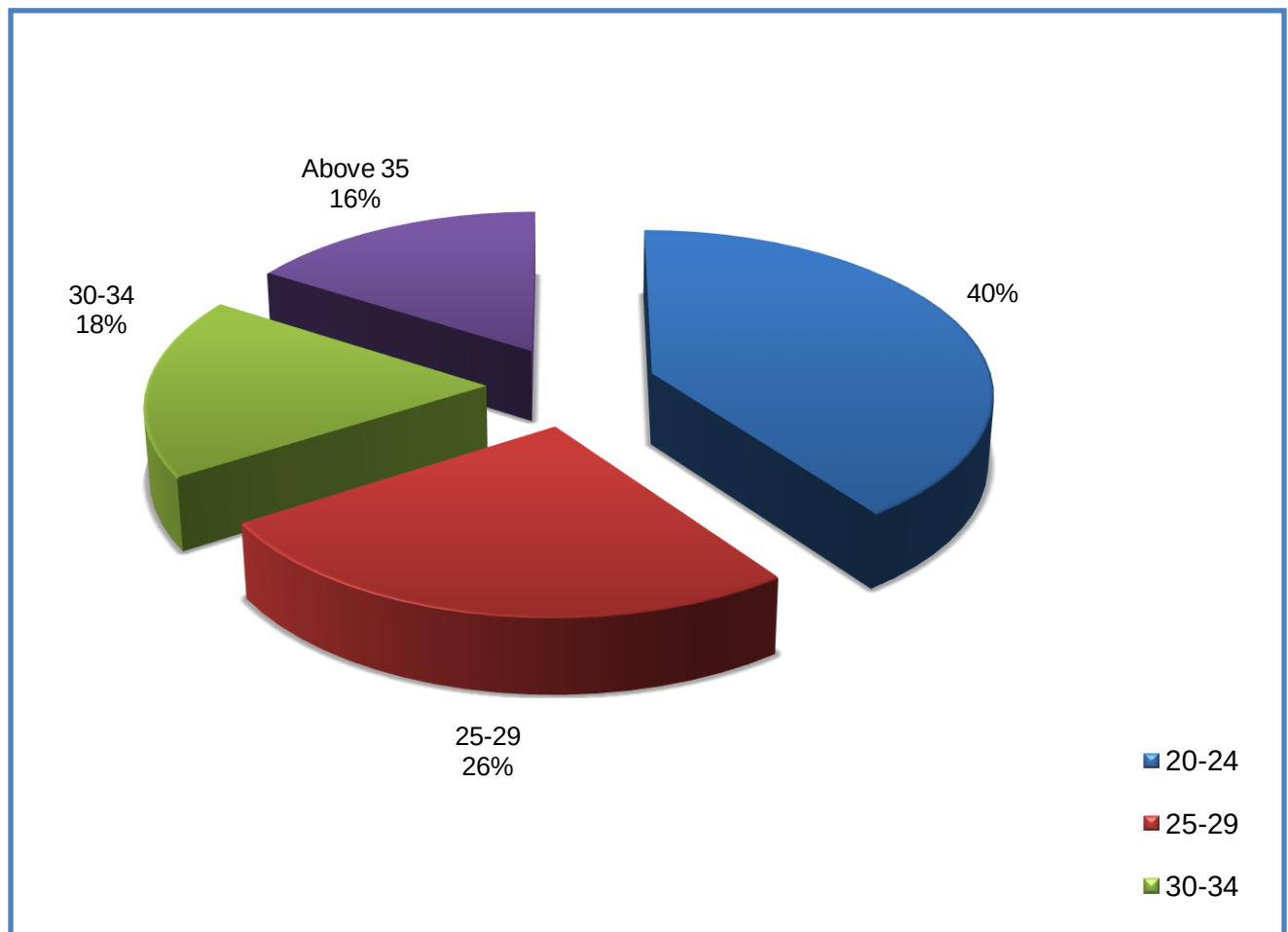


TABLE No.1

TABLE SHOWING-THE PROFILE OF THE RESPONDENTS BASED ON GENDER

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	69	92%
FEMALE	6	8%
TOTAL	75	100%

Analysis

From the above table it is clear that 92% of respondents were male and female respondents constituted just 8% of total responses.

Interpretation

It is clear that most of the users of Fabhost are males mostly because of the Industry type.

GRAPH No.2

GRAPH SHOWING-THE PROFILE OF THE RESPONDENTS BASED ON GENDER

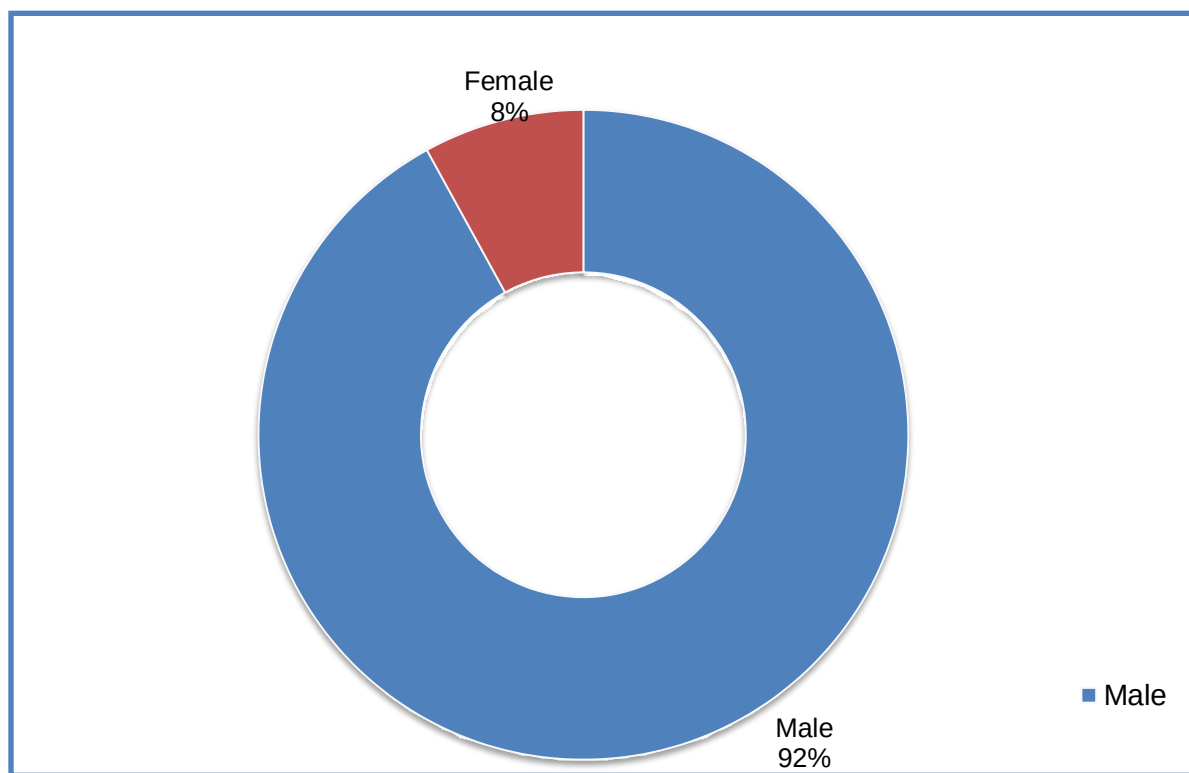


TABLE No.2

TABLE SHOWING-THE OCCUPATION OF RESPONDENTS

OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
EMPLOYEE	33	44%
GOVERNMENT SERVICE	5	6%
PRIVATE	3	4%
PROFESSIONAL	21	28%
SELF-EMPLOYED	13	18%
TOTAL	75	100%

Analysis

From the above table it is clear that 44% of the respondents were employees of other companies and 28% were professionals. 18% of the respondents were self employed, 4% were private and 6% belonged to government services.

Interpretation

It is clear that users are mostly Professional males, 20-35 years of age including some employees who coordinates there projects with fabhost.

GRAPH No.3

GRAPH SHOWING-THE OCCUPATION OF RESPONDENTS

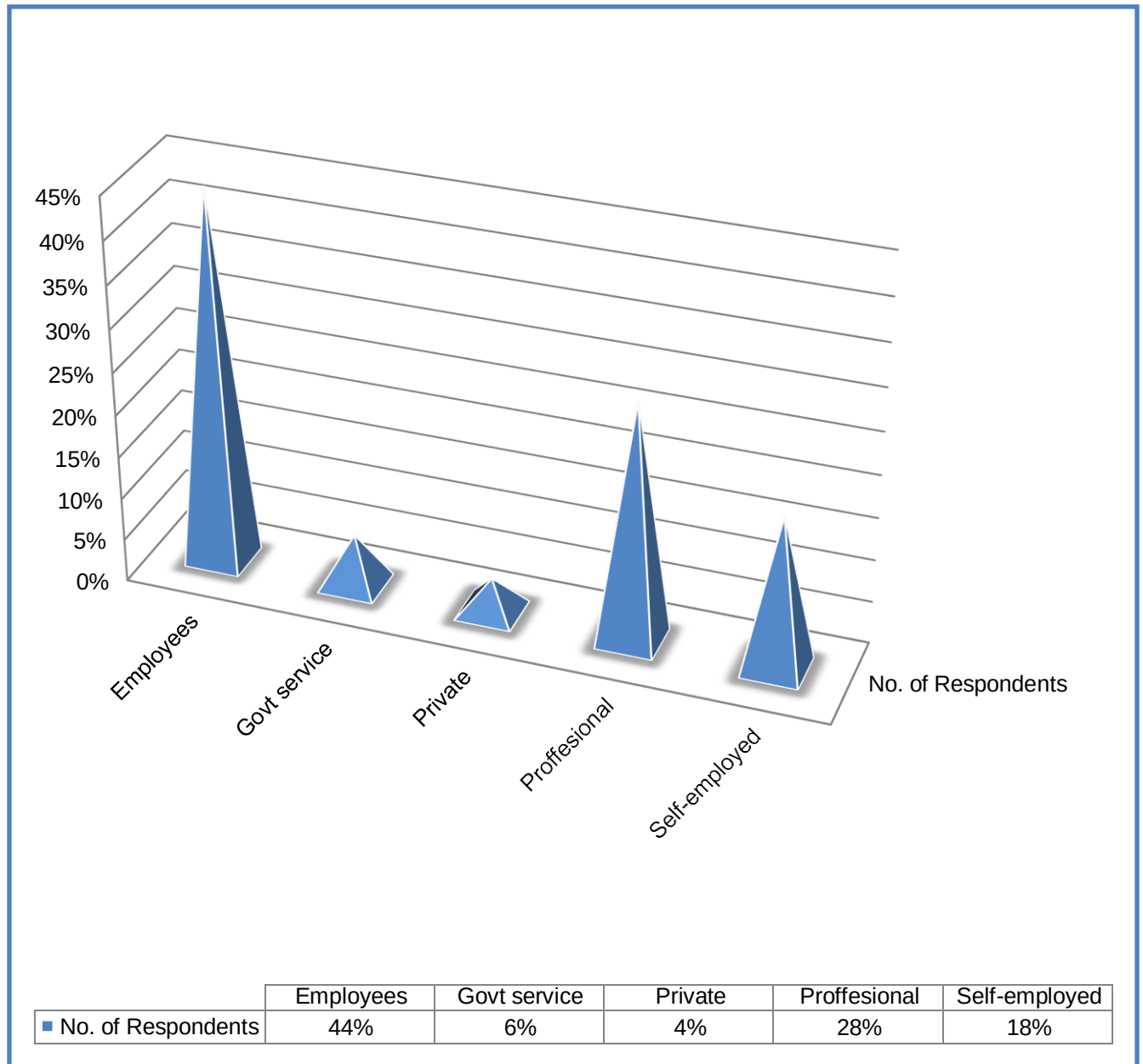


TABLE No.3

TABLE SHOWING-THE PROJECT WORTH OF RESPONDENTS

INCOME GROUP	NO. OF RESPONDENTS	PERCENTAGE
LESS THAN 1,00,000	39	52%
1,00,001-3,00,000	10	14%
3,00,001-7,00,000	14	18%
ABOVE 7,00,000	12	16%
TOTAL	75	100%

Analysis

From the above table it is clear that 52% of the respondents had an project budject of lesser than 1,00,000, 18% had budget between 3,00,000 and 7,00,000, 16% of them more than 7,00,000 and 14% had budget between 120000 to 3,00,000.

Interpretation

It shows that Fabhost is placing their products in the appropriate and reasonable price range and the customer are bracket less than 1,00,000 can easily afford the services of Fabhost.

GRAPH No.4

GRAPH SHOWING-THE INCOME GROUP OF CUSTOMERS

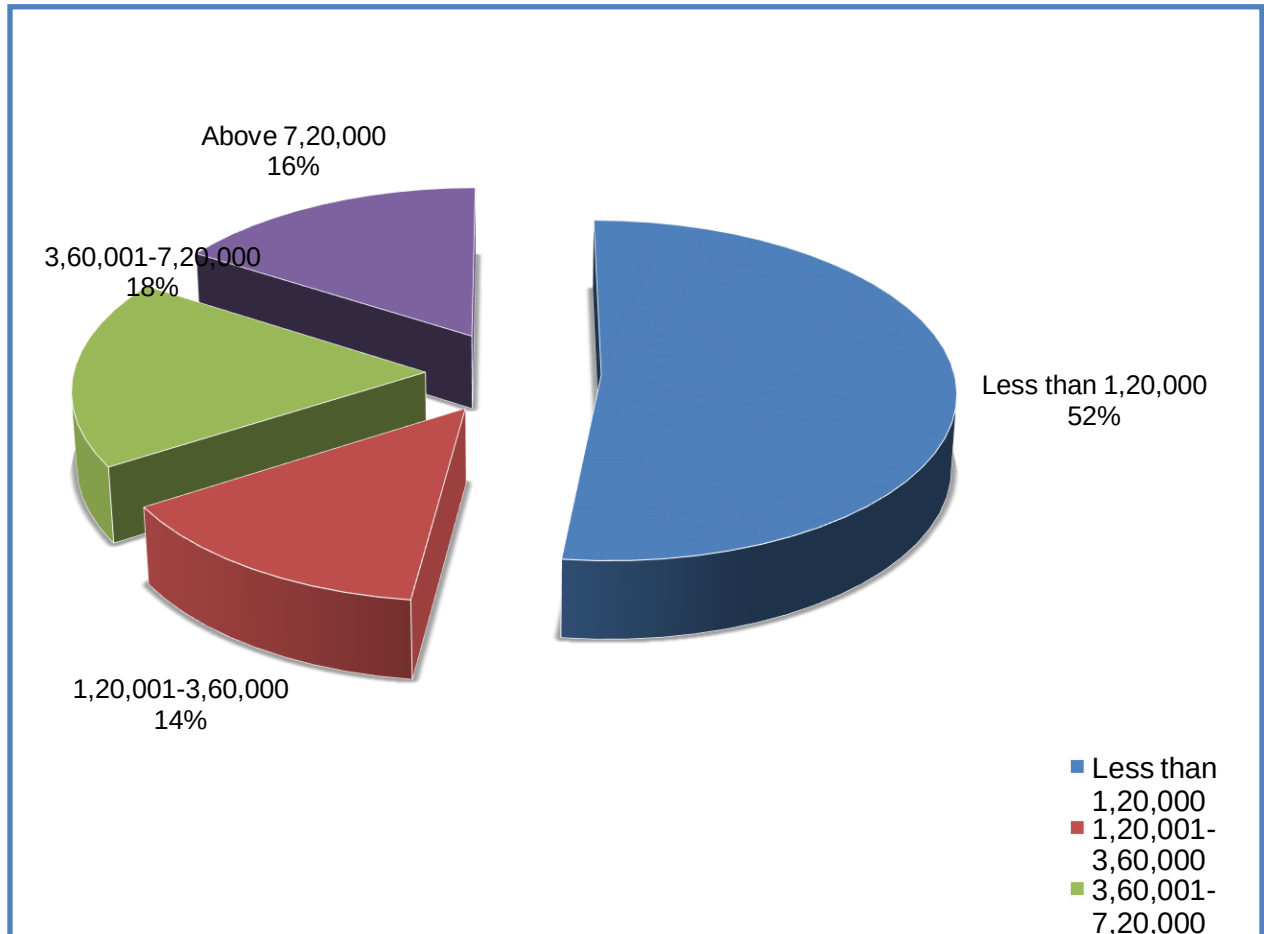


TABLE No.4

TABLE SHOWING-THE PRODUCTS OF FABHOST

MODEL	NO. OF RESPONDENTS	PERCENTAGE
ERP APPLICATION	11	14%
CUSTOM PRODUCTS	7	10%
PROMOTIONAL SITES	15	20%
BLOGS	6	8%
ONLINE SHOPPING	16	21%
SIMPLE WEBSITES	17	23%
OTHERS	3	4%
TOTAL	75	100%

Analysis

From the above it is clear that 14% of the respondents own ERP Applications, 10% of them own Custom Products, 20% of them own Promotional Sites, 8% of them own Blogs, 21% of them own Online Websites and 23% of them own Simple Websites.

Interpretation

It clearly shows that customers are not attracted to only one particular product due to the customization problems and outdated models.

GRAPH No.5

GRAPH SHOWING-THE PRODUCTS THAT RESPONDENTS PRESENTLY OWN

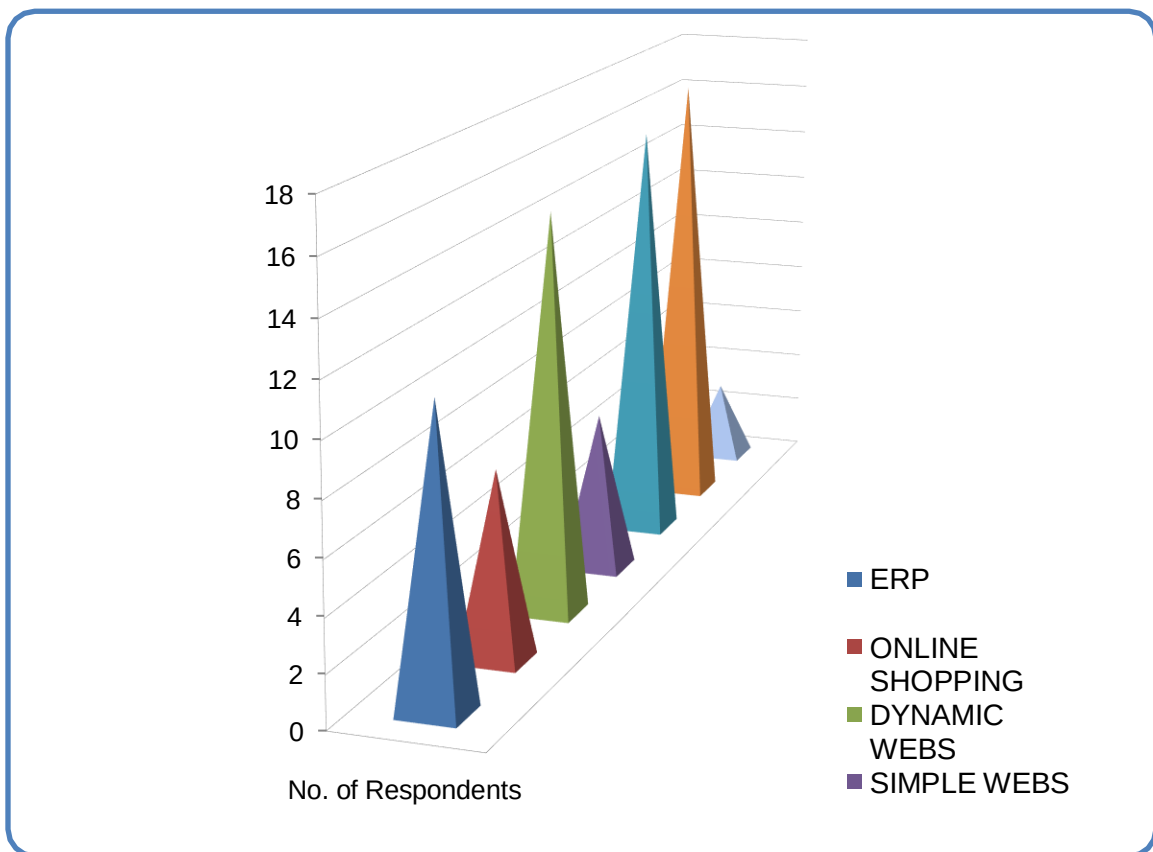


TABLE No.5

TABLE SHOWING- THE PURCHASING WAY OF THE CUSTOMERS

PURCHASED BY	NO. OF RESPONDENTS	PERCENTAGE
CASH	54	72%
LOAN	21	28%
TOTAL	75	100%

Analysis

From the table it clearly shows that the products of Fabhost are in the acceptable price range, as we can see that purchasing way of the 72% respondents are leading in the CASH sector and 28% on loan basis. Customers are ready to pay for better facilities and technology and they feel that all bikes deserves that price which Fabhost is offering.

Interpretation

It is clear that customers are easily affording the price of Fabhost Products and they are not feeling much problem with the amount.

GRAPH No.6

GRAPH SHOWING- THE PURCHASING WAY OF THE CUSTOMERS

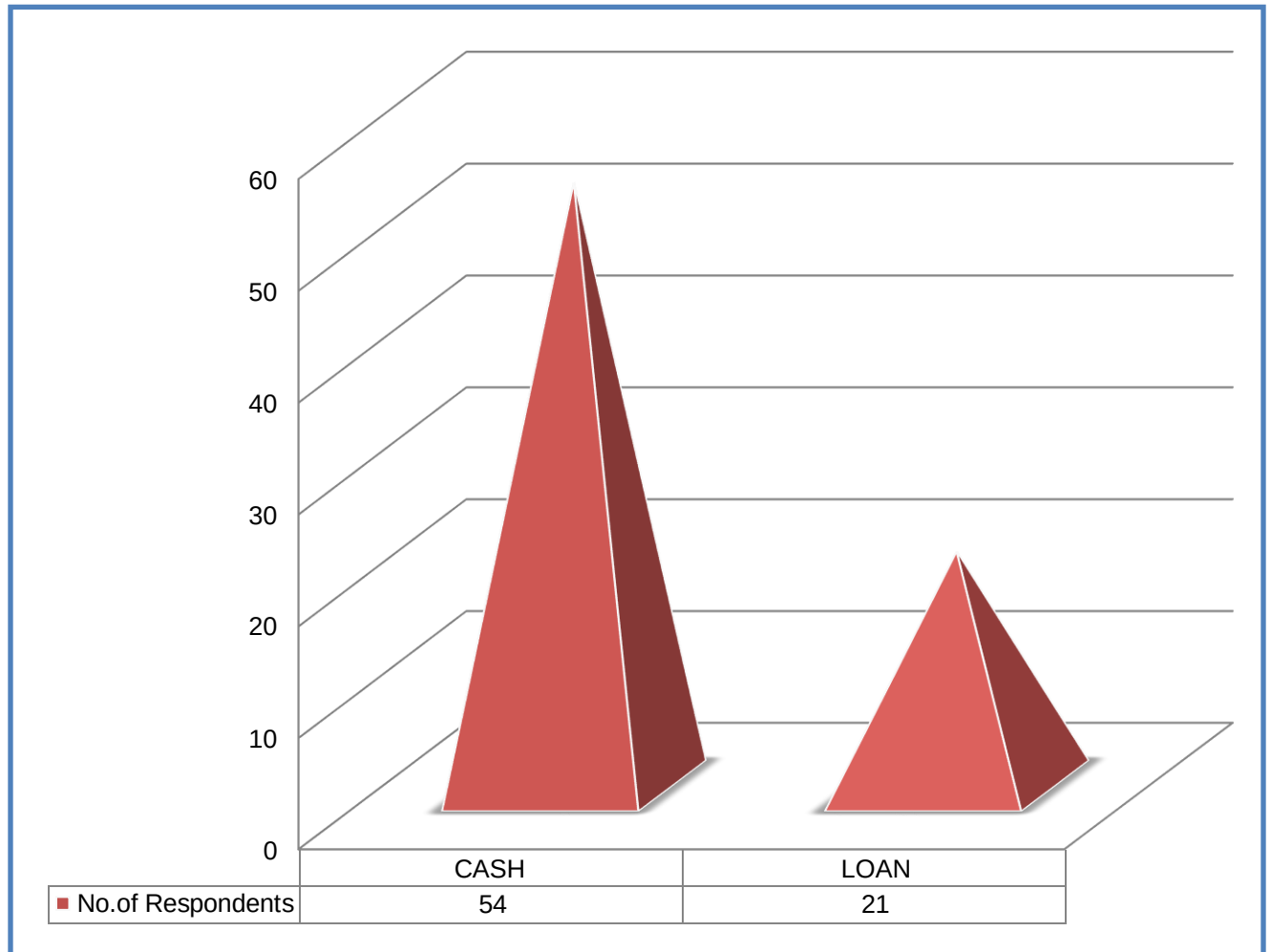


TABLE No.6

**TABLE SHOWING- THE NO OF RESPONDENTS CONSIDERING
OTHER PRODUCTS WHILE BUSINESS WITH FABHOST**

YES/NO	NO. OF RESPONDENTS	PERCENTAGE
YES	27	36%
NO	48	64%
TOTAL	75	100%

Analysis

From the table it clearly shows that 36% of the respondents did go consider or checked for an alternative products and 64% of them did not consider any other product while purchasing their product with fabhost.

Interpretation

It is clear that majority of the customers directly chose fabhost as their Web service provider and dint even have a look at the nearest alternative services and this shows the loyalty of the customers towards the brand Fabhost.

GRAPH No.7

**GRAPH SHOWING- THE NO OF RESPONDENTS CONSIDERING
OTHER PRODUCTS WHILE PURCHASING WITH FABHOST**

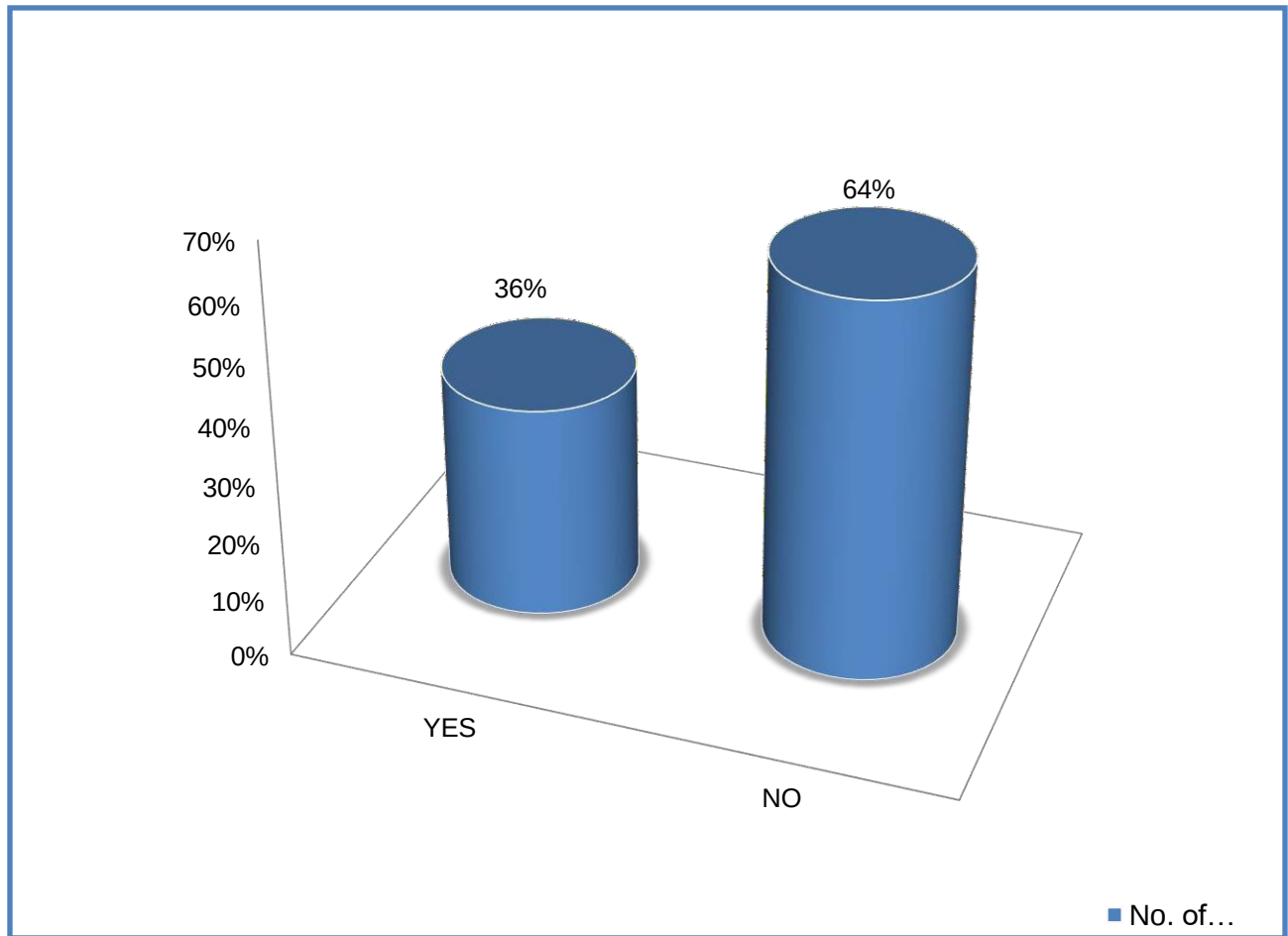


TABLE No.7

TABLE SHOWING- THE SOURCE OF AWARENESS FOR CUSTOMERS WHILE BUYING THEIR SOFTWARES

MEDIA	NO. OF RESPONDENTS	PERCENTAGE
NEWSPAPERS	6	8%
MAGAZINES	24	32%
FRIENDS	11	14%
SLIDESHOW	7	10%
TV ADDS	5	6%
WEBSITE/BLOGS	15	20%
EXIBITIONS	7	10%
TOTAL	75	100%

Analysis

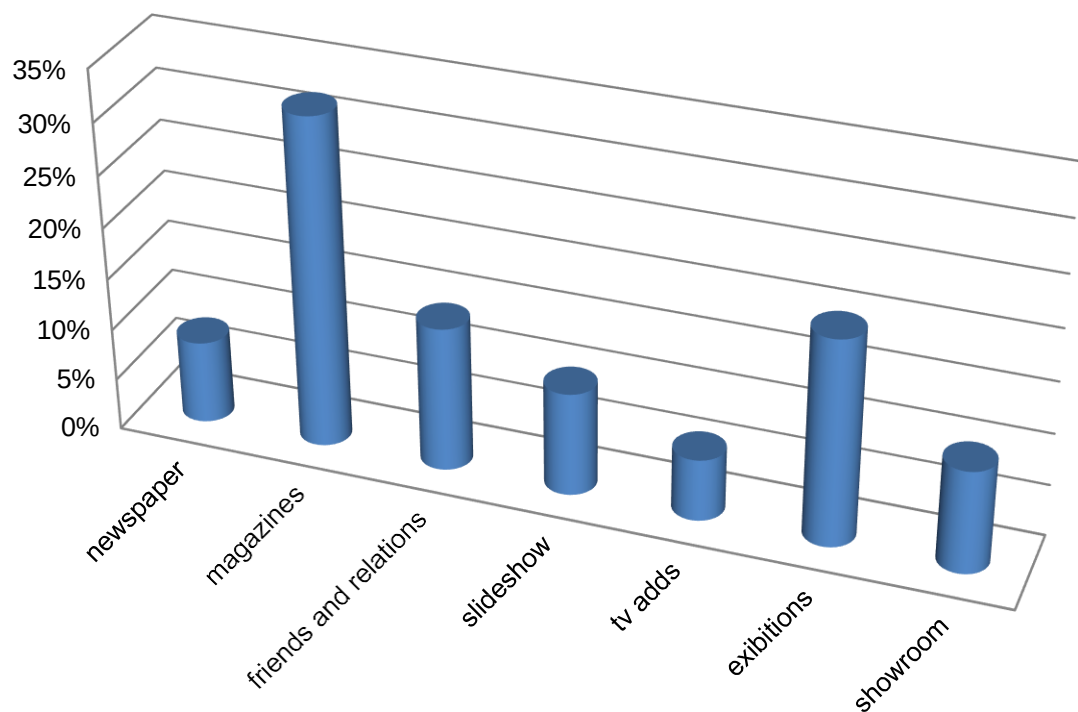
As we can see here the major promotional tool which is influencing the customers is Magazines and Website which is around 32% and 20% respectively, after that the source of awareness among customers is a mixed response where in 14% from friends, 10% each from slide shows and exhibitions, finally newspapers consists 8% and 6% from Television adds which is very poor.

Interpretation

It clearly shows that Advertisements are rarely recalled and are highly ineffective amongst Customers. It's clear that Fabhost should concentrate on its advertising campaign to reach the customers.

GRAPH No.8

GRAPH SHOWING- THE SOURCE OF AWARENESS FOR CUSTOMERS WHILE BUYING THEIR PRODUCT WITH FABHOST



	newspaper	magazines	friends and relations	slideshow	tv adds	exhibitions	showroom
■ Respondents	8%	32%	14%	10%	6%	20%	10%

TABLE No.8

TABLE SHOWING- FAILURE OF PRODUCT SINCE PURCHASE

FREQUENCY OF ERRORS	NO. OF RESPONDENTS	PERCENTAGE
VERY OFTEN	8	10%
RARELY	19	26%
NOT AT ALL	48	64%
TOTAL	75	100%

Analysis

From the above table it is clear that 64% of the respondents say that there are no problems or error of their products after purchase, 26% say rarely their product get errors and 10% of respondents say their products not working properly.

Interpretation

It is clear that most of the Products of Fabhost doesn't make problem at all and it is not problematic and not involved into repair always.

GRAPH No.9

GRAPH SHOWING- THE FAILURE OF PRODUCT SINCE PURCHASE

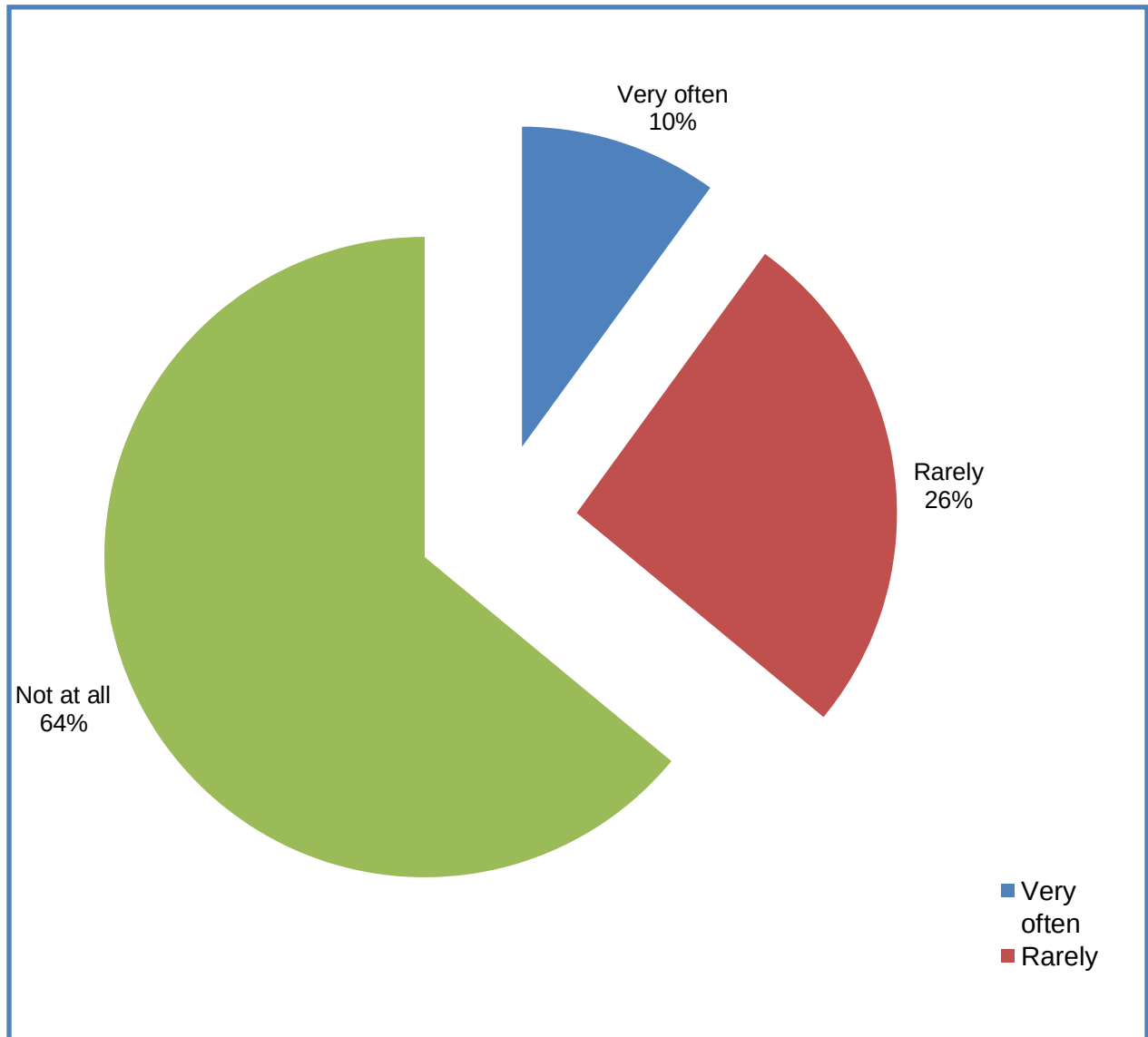


TABLE No.09

**TABLE SHOWING- THE MODE OF PURCHASE OF PRODUCTS
THEIR SATISFACTION LEVEL TOWARDS IT**

PLACE OF PURCHASE	NO. OF RESPONDENTS	PERCENTAGE
DIRECT	48	64%
ONLINE	22	30%
AGENTS	5	6%
TOTAL	75	100%

RESPONSE FOR SATISFACTION	NO. OF RESPONDENTS	PERCENTAGE
YES	57	76%
NO	18	24%
TOTAL	75	100%

Analysis

64% of the customers prefer to buy their product directly from the company only and 30% may buy it Online. But none of them buys the product through brokers which shows that reliability of an outside party is low while making the purchase decision among the Softwares. Also 76% of respondents are very much satisfied with the place of purchase of their bike and 24% are not at all satisfied.

Interpretation

It is clear that most of the respondents prefer to buy their product from direct company only and majority of the customers are very much satisfied with the place of purchase of their software product. This also shows there is more demand for new products.

GRAPH No.10

GRAPH SHOWING- THE PLACE OF PURCHASE OF SOFTWARE PRODUCTS THEIR SATISFACTION RESPONSE TOWARDS IT

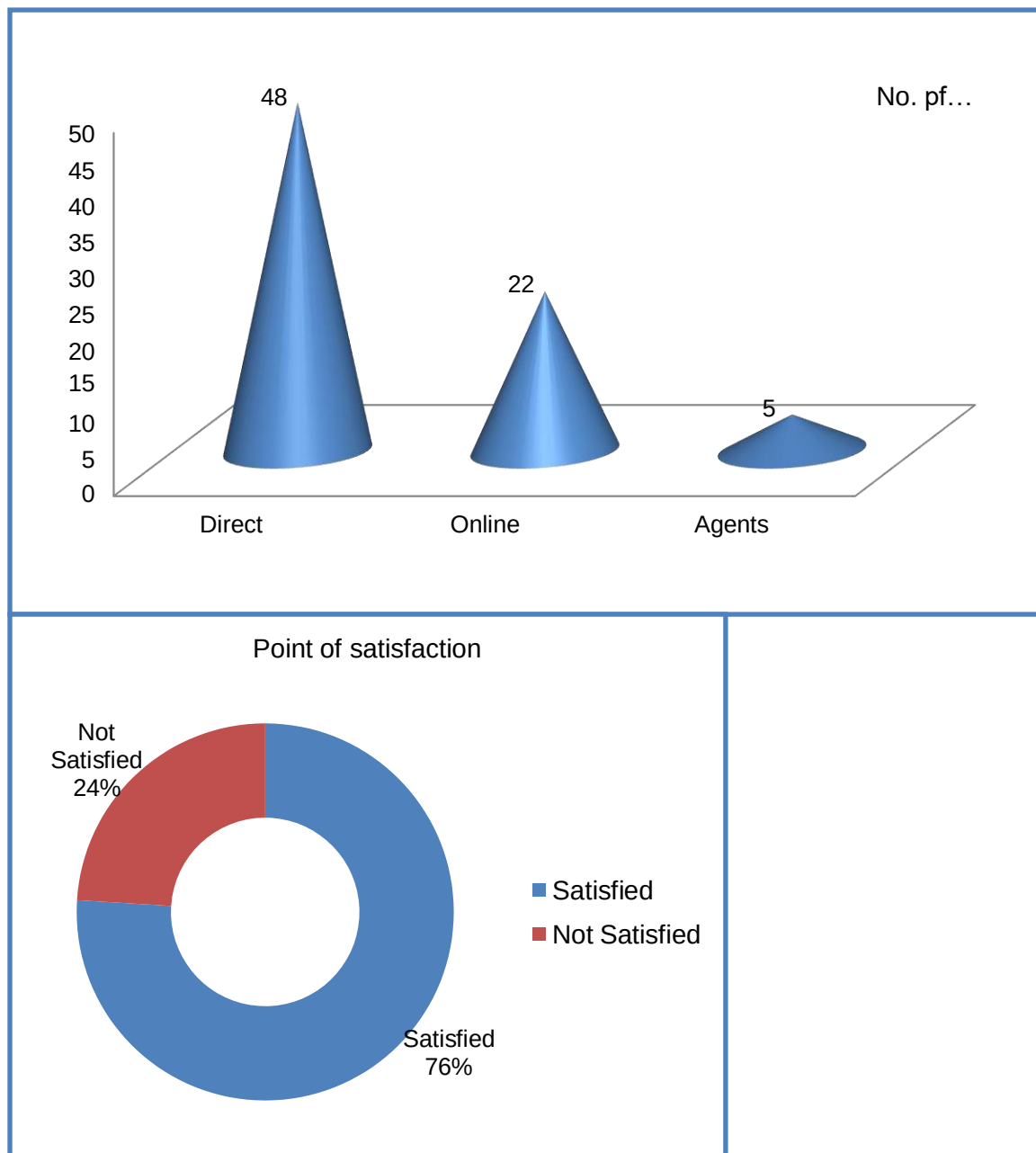


TABLE No.10

**TABLE SHOWING- THE MAJOR PROBLEMS AFTER PURCHASING
PRODUTS FROM FABHOST**

PROBLEMS	NO. OF RESPONDENTS	PERCENTAGE
HIGH MAINTENANCE	11	14%
POOR AFTER SALES SERVICE	7	10%
HIGH PRICE	15	20%
COMPLEXITY	8	10%
NO RESPONCE	3	4%
NO PROBLEM	31	42%
TOTAL	75	100%

Analysis

Maximum number of people (42%) described that there is no problem with the product after purchase, 20% had an issue with the price range, third biggest problem was 14% of them felt high maintenance was required for the services offered, only 4% of them felt it was unresponsive and while 10% of respondents each refrained because of the complexity of the software.

Interpretation

It is clear that majority of the people who choose Products of Fabhost don't have any problems or issues with their performance.

GRAPH No.11

GRAPH SHOWING-THE MAJOR PROBLEMS AFTER PURCHASING PRODUCT FROM FABHOST

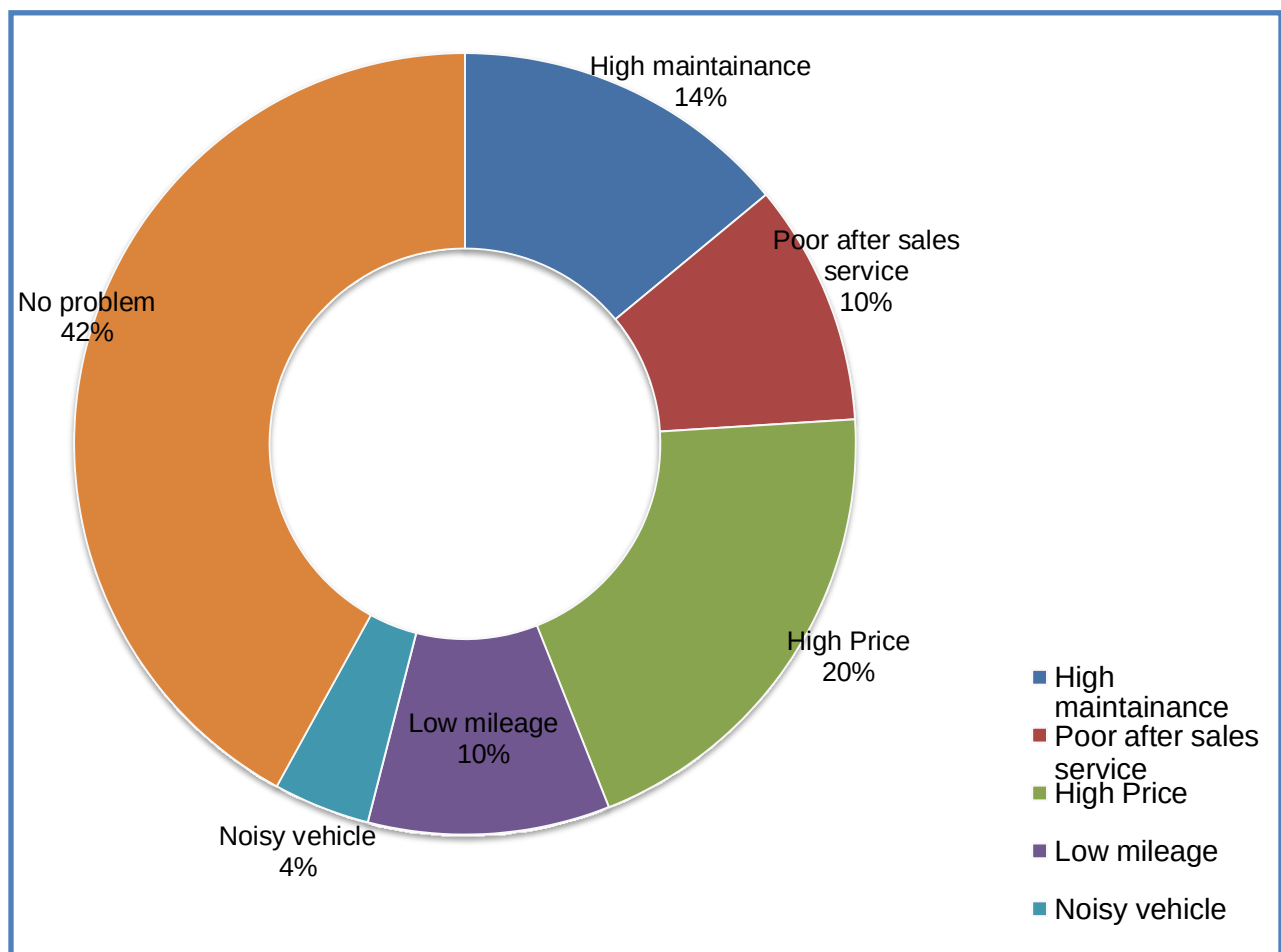


TABLE NO.12

TABLE SHOWING- THE RATING BY THE RESPONDENTS FOR THEIR SATISFACTION LEVEL WITH RESPECT TO FABHOST

RATING	NO. OF RESPONDENTS	PERCENTAGE
BAD	4	6%
AVERAGE	8	10%
GOOD	20	26%
EXCELLENT	43	58%
TOTAL	75	100%

Analysis

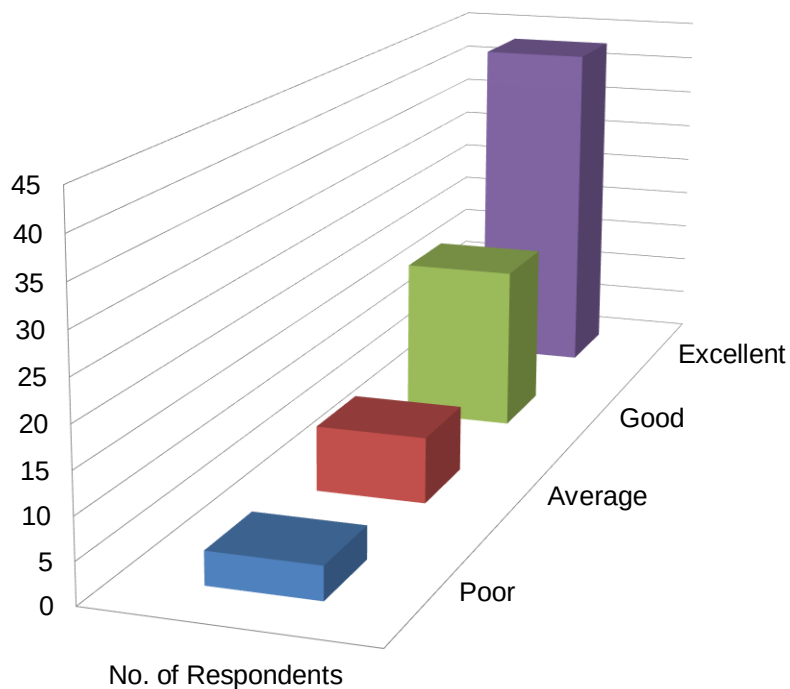
From the above table it is clear that 6% of the respondents rated very poor and they were not at all satisfied, 10% of them rated average, 26% of them rated good and maximum number of respondents i.e. 58% rated excellent and these respondents were very much satisfied with products of fabhost.

Interpretation

It is clear that majority of the respondents are satisfied with their software provided by fabhost. This shows Fabhost has an excellent satisfaction level within the customer.

GRAPH No.12

GRAPH SHOWING- THE RATING BY THE RESPONDENTS FOR THEIR SATISFACTION LEVEL WITH RESPECT TO PRODUCT OF FABHOST



	No. of Respondents
■ Poor	4
■ Average	8
■ Good	20
■ Excellent	43

TABLE No.12

**TABLE SHOWING-THE RATING BY THE RESPONDENTS FOR
THEIR SATISFACTION LEVEL WITH RESPECT TO CUSTOMER
CARE SERVICES AFTER PURCHASE**

RATING	NO. OF RESPONDENTS	PERCENTAGE
BAD	7	9%
AVERAGE	12	16%
GOOD	24	32%
EXCELLENT	32	43%
TOTAL	75	100%

Analysis

From the above table it is clear that 9% of the respondents rated very poor and they were not at all satisfied, 16% of them rated average, 32% of them rated good and maximum number of respondents i.e. 43% rated excellent and these respondents were very much satisfied with the services offered by the fabhost after purchase.

Interpretation

It is clear that majority of the respondents are satisfied with their softwares comfort and safety. This shows fabhost has an excellent satisfaction level within the customers.

GRAPH No.13

GRAPH SHOWING-THE RATING BY THE RESPONDENTS FOR THEIR SATISFACTION LEVEL WITH RESPECT TO CUSTOMER CARE SERVICES AFTER PURCHASE

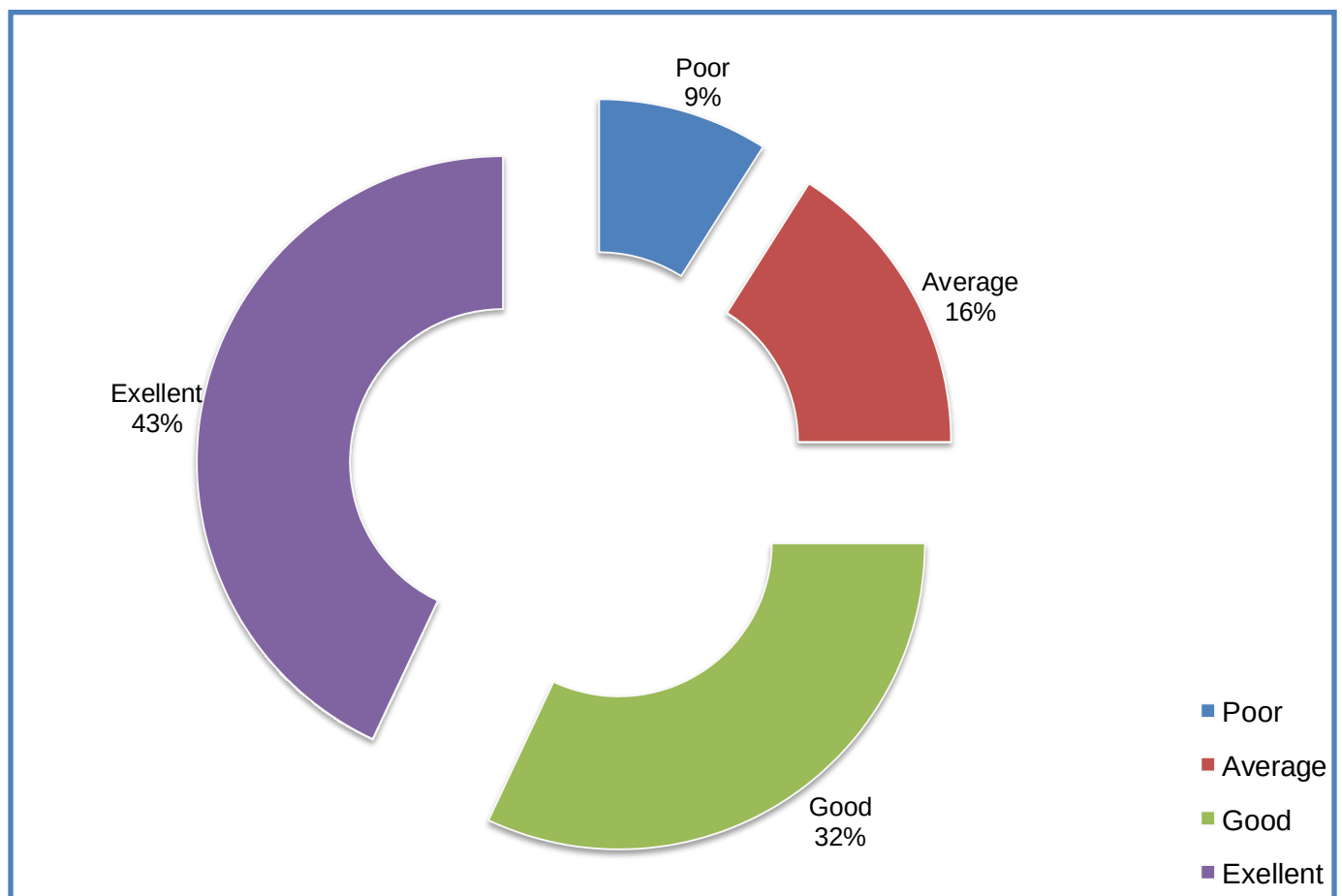


TABLE No.13

TABLE SHOWING- THE RESPONDENTS OPINION AND LEVEL OF SATISFACTION ABOUT THE COMPANY TAKING ACTION TOWARDS COMPLAINTS LODGED BY THE CUSTOMERS

YES/NO	NO. OF RESPONDENTS	PERCENTAGE
YES	55	73%
NO	20	27%
TOTAL	75	100%

RESPONSE FOR SATISFACTION	NO. OF RESPONDENTS	PERCENTAGE
YES	49	66%
NO	26	34%
TOTAL	75	100%

Analysis

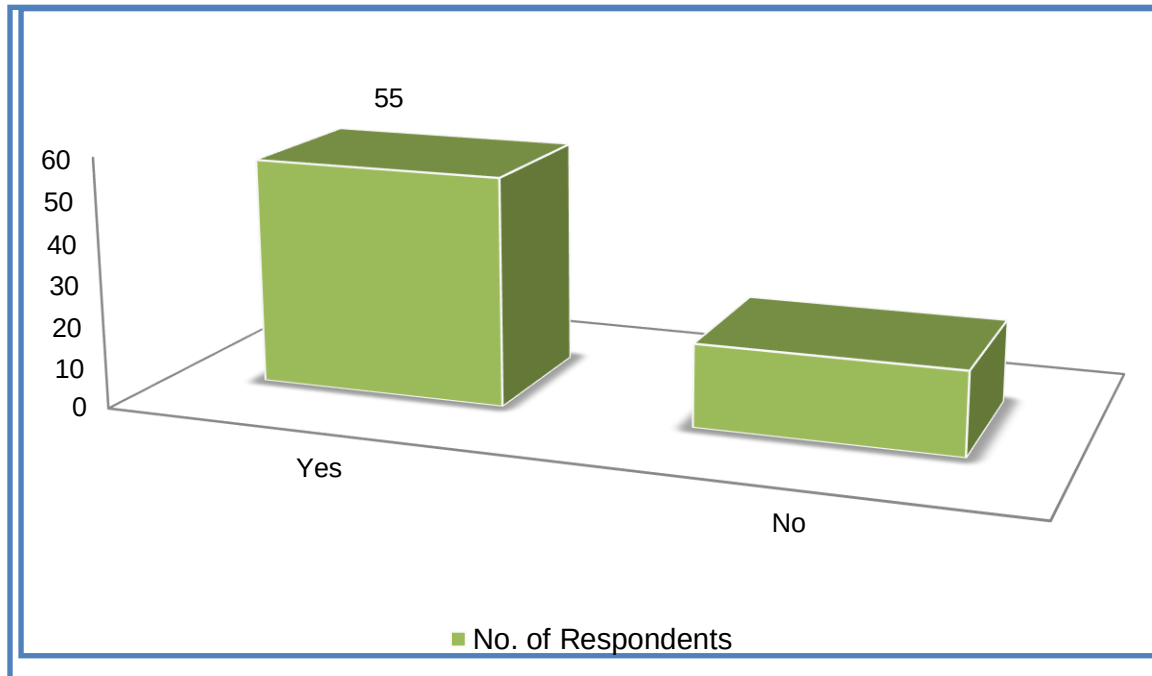
The above table shows that 73% of the respondents accept that the company takes action towards the complaints lodged by the customers and 27% disagree for the same. Also the satisfaction level is 66% by the respondents and 34% are not satisfied.

Interpretation

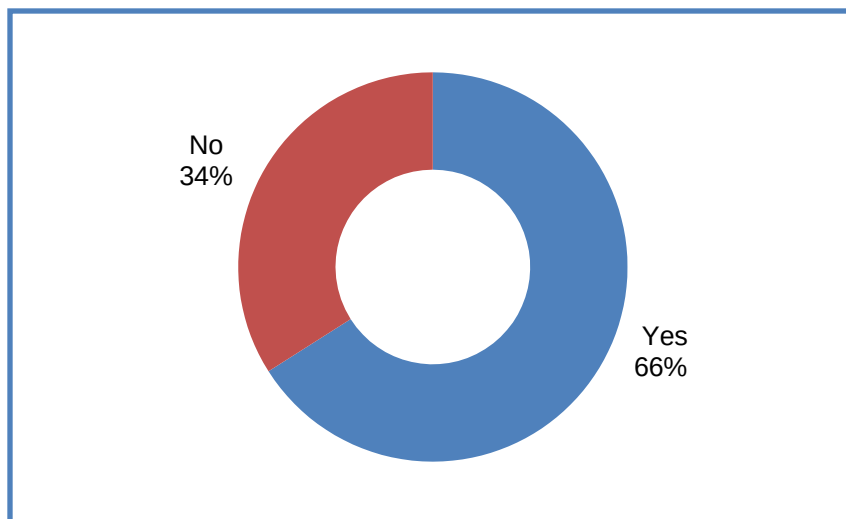
It is clear that most of the respondents agree that the company takes action towards the complaints lodged by the customers and also the satisfaction level of the customers is very high. This shows Fabhost checks at the complaints registered by their customers on regular basis to maintain its brand value.

GRAPH No.14

GRAPH SHOWING- THE RESPONDENTS OPINION AND LEVEL OF SATISFACTION ABOUT THE COMPANY TAKING ACTION TOWARDS COMPLAINTS LODGED BY THE CUSTOMERS



Point of satisfaction



Findings and Conclusion

CHAPTER 5

A. SUMMARY OF FINDINGS

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses.

The marketing is regarded as the pivotal force behind strategic planning and business operations. The firm must be suitably staffed to enable it to perform marketing analysis, planning and implementation. The marketing effectiveness is contingent upon the adeptness and adeptness of managers to deliver profitable strategies from its philosophy, organization and information resources. The issue of marketing effectiveness is particularly significant to those associated with the management of financial services. The marketing service organization, should study the market, recognize the numerous opportunities, select the most appropriate market segments, to offer superior value and meet the selected customers' needs and wants.

The modern marketing seeks to attract new customers by promising superior value and to keep current customers by delivering satisfaction. The sound marketing is critical to the success of all organizations, whether large or small, profit or non-profit, and domestic or global. The people mostly think of marketing as only selling or advertising. But marketing companies do many activities like market research, product development, distribution, pricing, advertising, personal selling. The research that links customer satisfaction to other business measures usually defines satisfaction as a Customers overall evaluation of the consumption experience. The customer satisfaction research demonstrates a positive impact of

Satisfaction on both market value and accounting returns. Because of a 'front loading" of customer costs and a 'back loading" of revenues over the course of one's relationship with customers, satisfied and loyal customers are more profitable. This predicts the framework that is the relationship from customer satisfaction to business results. The research study was carried out mainly to measure and evaluate the effectiveness of marketing on the business performance.

B. SUGGESTIONS

In customer oriented business customer plays an important role as they are the main parts who buy the services and if they like the service than become a repeat customer and also bring new customer. Thus service should be provided in a way of service package, from the customers' point of view, of good quality. Figure-1 shows good service includes four elements, providing service, service package, service quality, and service culture. If any of these elements break the service system the total service will be incomplete. (Isovita and Lahtinen 1994, 111)

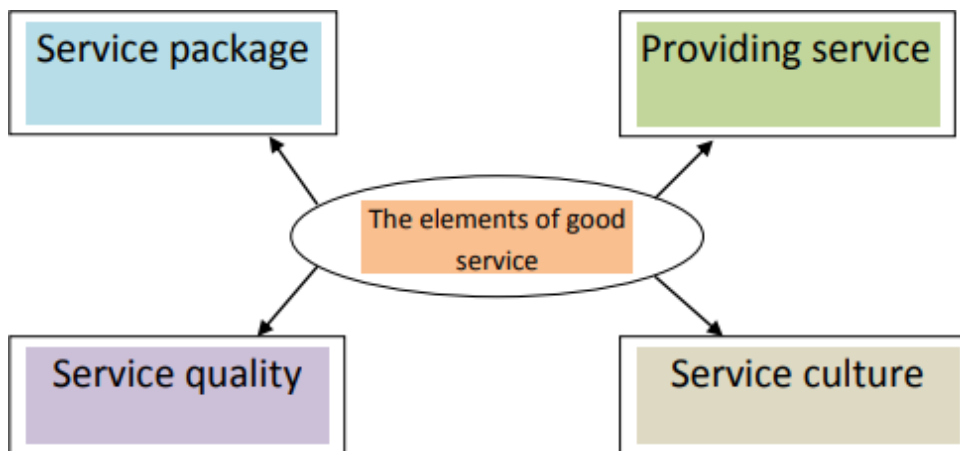


Figure 2: Elements of good service system- a basis for good service.
(Isovita and Lahtinen 1994, 111)

C. CONCLUSION

Modern technology is changing faster than ever and to match with technology business also being updates it selves in order to satisfy target customers as well as an existing customer in business. As business competition become more global and more intense, organizations have realised that they cannot compete only on price rather they have to focus on their valued customer. Successful service organizations constantly strive for higher levels of service. In this regard, recent studies and theories indicate that the concept of customer care can be more understandable and can be improved when organizations recognise that the needs of 'internal' as well as the 'external' customer are considered. Thus, to provide excellent service, which is exceeding customer expectation, the organization should emphasise the total relationship with customers that mean they should improve the process through which service is delivered to the customer.

The empirical study of this thesis is based on theoretical background, which mainly discussed from the core of customer satisfaction, service quality and customer satisfaction factors. 46 However, the customer satisfaction can be measured whether the services matches the expectation or not. The gap between expected service and perceived service, as well as the prices of services mainly affect the level of customer satisfaction. Most of the time expected service quality comes from customers past experience, values and needs, friends and families recommendation, and companies own marketing communication and reputation where they made promises of quality service. On the other hand, perceived service quality is affected by output of service, surrounding environment, individual interaction with contact personnel and customers itself also has influence on perceived quality. Furthermore, price also acts as a rational factor to in order to raise perceived service satisfaction level.

Appendix

QUESTIONNAIRE

RESPONDENT INFORMATION

Name:

1. Age:

2. Gender :

Male

☐

Female

☐

3. Occupation:

Employed

☐

Government service

☐

Professional

☐

Private

☐

other

☐

4. Project Budget With Fabhost Web Solutions:

Less than 1, 00,000

☐

, 20,000-3, 00,000

☐

3, 00,001-7, 00,000

☐

Above 7, 00,000

☐

5. Which product of fabhost do you presently own?

ERP Application

☐

Custom Products

☐

Promotional Websites

☐

Personal Blogs

☐

Online Shopping

☐

Simple Website

☐

Others

☐

6. Mode of Payment towards purchasing products?

Cash

☐

Loan

☐

7. Did you consider other products while business with fabhost?

Yes ☐ No ☐

- If yes which bike did you compare with?

Company Product

8. Please specify your source of awareness of fabhost while buying Softwares?

Newspapers	☐	Magazines	☐	Friends	☐
Road shows	☐	TV Adds	☐	Website/blogs	☐
Showroom	☐	Others	☐		

9. Frequency of product Errors or failures?

Very often ☐ Rarely ☐ Not at all ☐

10. Which place did you prefer to purchase software products?

Direct Company Approach ☐ Online ☐
Agents ☐

Are you satisfied purchasing there? YES ☐ NO ☐

11. Any major problems after purchasing product with Fabhost?

No problem	☐		
High maintenance	☐	Poor after sales service	☐
High price	☐	Complexity	☐
		No Response	☐

12. How many stars will u rate for your satisfaction level with respect to brand fabhost?

☐ Bad ☐ Average ☐ Good ☐ Excellent

13. How many stars will u rate for your satisfaction level with respect to customer care service after purchase?

☐ Bad ☐ Average ☐ Good ☐ Excellent

14. Do you agree that company takes action towards the complaints lodged by the customers?

YES ☐ NO ☐

Are you satisfied with their replies?

YES ☐ NO ☐

15. Any suggestions _____

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