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CONVINCING CUSTOMERS TO BUY & CUSTOMERS SATISFACTION

Submitted in partial fulfillment of the requirements for the award of
Bachelor of Business Administration

By

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(Register No.39280045)



DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY) Accredited with Grade “A” by NAAC

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APRIL 2022

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SATHYABAMA

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BONAFIDE CERTIFICATE

This is to certify that this Project report is the Bonafide work of Anvesh kumar lall (39280045) who carried out the Project entitled "**CONVINCING CUSTOMERS TO BUY & CUSTOMERS SATISFACTION**" under our supervision from January 2022 to March 2022.

Dr. GANANATH KHILLA

Internal Guide

External Guide

(Dr. BHUVANESWARI.G, MBA., Ph.D.)

DEAN – SCHOOL OF MANAGEMENT STUDIES

Submitted for Viva Voce Examination held on _____

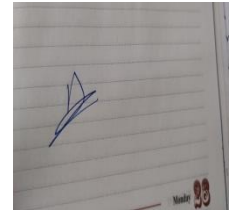
Internal Examiner

External Examiner

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DECLARATION

Anvesh kumar Iall (39280045) hereby declare that the Project entitled "Convincing customers to buy and customer satisfaction ". Done by me under the guidance of Dr. GANANATH KHILLA (Internal) is submitted in partial fulfilment of the requirements for the award of Bachelor of Business Administration.



Date:21/04/2022

Place: port blair

Signature of candidate

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ANVESH KUMAR LALL

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ABSTRACT

This report contains the project work of my general research on the topic convincing customers to buy and customer satisfaction. This project report shows different types of customers and their different needs .what the customer's desires and what he doesn't want.

The report shows a view of the tasks done during the period of internship in detail. The project aims to increase the knowledge of the students during the internship process. This project helps us hope that it has helped everyone to gain some organizational knowledge, which can be used in the future.

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CHAPTER-1

INTRODUCTION

Introduction:

- ⦿ Giving clarity about your product is an essential step to convince your customers to buy from you. If your potential customers will get any value or benefit from it, they will buy it. Try to put more effort into product awareness. Here, I am sharing some effective ways to do it.
- ⦿ **1. Identify your customers:**
- ⦿ Knowing your potential customers and their need are very important because they are the ones who will buy your products. But how can you find them?
- ⦿ The answer is Market Research. Research about your competitors and their target audiences. You can also analyze their marketing techniques and learn from their mistakes.
- ⦿ **2. Discover your USP :**
- ⦿ Unique Selling Proposition (USP) is the special feature of a product or business that makes it distinctive from its competitors. Not knowing your product USP can create a bulwark between you and your customers. USP plays a vital role in making your business stand out from competitors. To find it, make a list of all things that you do. And pick one that your business does better than others.
- ⦿ Repeat your USP to people. Because except you, no one going to remember it.
- ⦿ Say it, again and again, to make customers remember it. And in the end, customers will recognize you from your USP.
- ⦿ **3. Vivid Testimonials:**
- ⦿ People love to read testimonials of the product they intend to buy. They get to know the opinions of other people who tried that product. Quality

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testimonials compel customers to take one step forward in the buying process.

- Testimonials where customers analyze the positive impact of your product in their lives. People connect with such stories. It helps them to make their decision.

CHAPTER: 2

REVIEW OF LITERATURE

- According to Zairi (2000) the feeling of pleasure and expectation fulfillment is known as Satisfaction. If the product can not satisfy customer feelings they will be dissatisfied, and if product satisfies them after the use customer will be satisfied and become loyal to that product or brand. In other words customer satisfaction is about those goods or services which fulfill the customer expectation in terms of quality and service for which he has paid. If Customer satisfaction develops they will become loyal to that product or brand and their loyalty will be good for the company in sense as a Profit. Customer satisfaction is the part of marketing and play important role in the market. In any organization satisfaction of customer is more important, because if your customer is satisfied with your services or products, your position will be good in the market.
- Kurniawan (2010) customer satisfaction can change over the period of time; it is a dynamic process. The individual perception about the products or services performance leads to customer satisfaction. In the present day's retail business, ensuring customer satisfaction in delivering the right product and service to the end-users is the major concern for the future growth of the organization. In the present study an attempt is made to find out the customer satisfaction during purchase in retail outlets based on customer survey.
- Das Prasun, 2009 Literature on customer satisfaction is voluminous and spans several areas such as marketing, management and accounting. For example, numerous papers use the ACSI (American Customer Satisfaction Index) to study customer satisfaction at the company, industry and macroeconomic levels. This paper focuses only on customer satisfaction studies that are related to retailing and does not survey the literature that studies the design of satisfaction survey instruments, as there is no control over survey design. The basic tenet of this research stream is that higher service quality improves customer satisfaction, resulting in better financial performance, although the mechanisms by which this improvement happens vary.

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CHAPTER : 3

RESEARCH METHODOLOGY:

Research Design: The Research Design undertaken for the study is Descriptive Research Design. A study, which wants to portray the characteristics of a group or individuals or situation, is known as Descriptive study. It is mostly qualitative in nature.

Sampling Technique: A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

NEED OF THE STUDY :

Customers never buy because of product features. They buy because they perceive some "benefit" to those features.

This will also help us to understand customers better and what they desire to purchase.

This study also allows us to better know the type of customers and their different satisfaction levels.

SCOPE OF THE STUDY

- Helps in better understanding of customer behavior.
- Helps to gain better knowledge about different types of customers.
- Helps to understand different satisfaction levels.

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OBJECTIVE OF THE STUDY

- The objectives for the sales force may be to encourage a new product or model.
- stimulate off-season sales, and persuade more prospective buyers, and so on.
- The objectives for consumers may be to encourage more usage and purchases of a larger number of units and attract competitors' brand users.
- To innovate new strategies to counter the rival brands .
- To develop new usps .

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CHAPTER : 4

DATA ANALYSIS AND INTERPRETATION:

Data Analysis and Interpretation Percentage Analysis

S NO	PARTICULARS	NO RESPONDENTS	OF	PERCENTAGE
1	MALE	83		63.8
2	FEMALE	47		36.2
3	TOTAL	130		100

From the above table it is interpreted that the number of respondents of govt are 43 that's is 33.07 and business is 87 that is 66.92 percent .

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Table showing Age of the respondents:

S NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	<= 25 Years	115	88.5
2	26 - 35 Years	10	7.7
3	36 - 45 Years	5	3.8
TOTAL		130	100

From the above table it is interpreted that the number of respondents between <= 25 Years is 88.5%, 26 - 35 Years is 7.7%, 36 - 45 Years is 3.8%

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Table showing occupation

S NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Govt employees	43	33.07
2	Pvt employees	0.0	
3	Business	87	66.92
		130	

From the above table it is interpreted that the number of respondents of govt are 43 that's is 33.07 and business is 87 that is 66.92 percent .

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Table showing number of satisfied customers after the purchase of a certain good .

S no	Particulars	NO RESPONDENTS	OF	Percentage
1	Satisfied	105		80.76
2	Unsatisfied	25		19.23
		130		

This shows us the satisfied people are 105 that is 80.76 and unsatisfied people are 25 that is 19.23

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Table is showing which is more important price or quality .

S no	Particulars	NO RESPONDENTS	OF	Percentage
1	Price	63		48.46
2	Quality	67		51.53
		130		

This table shows price 63 that is 48.46 and quality 67 that is 51.53 thus quality is over price .

Table showing people who give product review.

S no	Particulars	NO RESPONDENTS	OF	Percentage
1	Like to give	32		24.61
2	Does not like	98		75.38
		130		

Thus the majority of people does not like to give reviews which is 98 (75.38) and the people who like to give their reviews are 32 which is 24.61

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CHAPTER: 5

FINDINGS

- Majority (63.8%) of the respondents are Male.
- Majority (88.5%) of the respondents fall in the age category of ≤ 25 years .
- Majority (66.92%) of the respondents fall in the age category of business .
- majority (80.76%) of the respondents fall in the satisfied category .
- Majority (51.53%) of the respondents fall in the quality category .
- Majority (75.38%) of the respondents does not like to give the reviews.

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SUGGESTIONS

- People should start giving their reviews , doing that will help the seller in better understanding of their needs and then the customers will have even a higher satisfaction level .
- The customers should give out reviews so that the sell will have a better idea of what buyers want and will thus sell you accordingly .
- Many companies are now investing on social media marketing which will attract more buyers .

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CHAPTER-6

CONCLUTION

Now a days satisfying your customer is a very essential part of the business .earlier there were few sellers and a large number of buyers and thus the customers did not have a lot of choice in their hands, but now the situation is different and the sellers need to satisfy their buyers. You need to understand what the customer wants and then sell your product .so customers satisfaction plays a major role , and you need to keep notice of what a customer likes and what he/she do not like in order to run the business .