

A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE
TO GUMCHAK PVT LTD CHENNAI

Submitted in partial fulfilment of the requirement for the reward of
BACHELOR OF BUSINESS ADMINISTRATION

By

SAINATH B

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BACHELOR 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 | Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600119

MAY 2022



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BACHELOR OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SAINATH B (39280084)** who has done the Project work entitled **A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO GUMCHAK PVT LTD** under our supervision from December 2021 to April 2022.

Internal Guide

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Submitted for viva voce held on _____

Internal Examiner

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DECLARATION

I **SAINATH B (39280084)**. Hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO GUMCHAK PVT LTD**” done by me under the guidance of **MR P HAMEEN KHAN MBA MSCS(PhD)Assistant professor of the department school of management studies**, School of Business Administration is submitted in partial fulfilment of the requirements for the award of BACHELOR OF BUSINESS ADMINISTRATION degree.

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ABSTRACT

Satisfying our customers is an essential element to staying in business in this modern world of global competition. We must satisfy and even delight our customers with the value of our services to gain their loyalty and repeat business. Customer satisfaction is therefore a primary goal of process improvement programmes.

So how satisfied are our customers? One of the best ways to find out is to ask them using Customer Satisfaction Surveys. These surveys can provide management with the information they need to determine their customer's level of satisfaction. Customer experience as a contemporary strategic tool in marketing has its importance because marketing is more challenging than ever due fragmented media, cleaver and articulated consumers, and the rise of the free-thinking consumer. Now-a-days many organizations putting focus on customer and customer experience. Some organization used customer experience as tool to create their customer forum. Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company. Direct contact generally occurs in the course of purchase, use, and service and is usually initiated by the customer. Indirect contact most often involves unplanned encounters with representations of a company's products, services, or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports, reviews, and so forth. Customer experience is becoming a strategy to increase number of customers, gaining more profit and to create good position in market. With help of this tool organization can analyse its customer and understand their demand. If organization is able to understand its customer, then it is easy to understand consumption in the market. This paper highlights the importance of customer experience as a new marketing strategy. This study will help us to understand customer, their loyalty towards the organization.

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CHAPTER 1

INTRODUCTION

1.1 Introduction:

Corporate Video Production Services are now one of the most important parts of modern digital marketing. "More people watch video online or on mobile devices than ever before and it is only going to increase."

Promotional and Marketing Videos are now commonplace on about every commercial website you encounter. Educational Institutions and businesses alike, are using video to engage and train employees and customers. Or maybe you want to be the next brand to explode through viral videos?

Video production is the process of producing video content for video. It is the equivalent of filmmaking, but with video recorded either as analogue signals on videotape, digitally in video tape or as computer files stored on optical discs, hard drives, SSDs, magnetic tape or memory cards instead of film stock. There are three stages of video production: pre-production, production (also known as principal photography), and post-production. Pre-production involves all of the planning aspects of the video production process before filming begins. This includes scriptwriting, scheduling, logistics, and other administrative duties. Production is the phase of video production which captures the video content (electronic moving images) and involves filming the subject(s) of the video. Post-production is the action of selectively combining those video clips through video editing into a finished product that tells a story or communicates a message in either a live event setting (live production), or after an event has occurred (post-production).

Currently, the majority of video content is captured through electronic media like an SD card for consumer grade cameras, or on solid state storage and flash storage for professional grade cameras. Video content that is distributed digitally on the internet often appears in common formats such as the MPEG container format (.mpeg, .mpg, .mp4), QuickTime (.mov), Audio Video Interleave (.avi), Windows Media Video (.wmv), and DivX (avi, divx).

There are many different types of video production. The most common include **film and TV production, television commercials, internet commercials, corporate videos, product videos, customer testimonial videos, marketing videos, event videos, wedding videos**. The term "Video Production" is reserved only for content creation that is taken through all phases of production (Pre-production, Production, and Post-production) and created with a specific audience in mind. A person filming a concert, or their child's band recital with a smartphone or video camera for the sole purpose of capturing the memory would fall under the category of "home movies" not video production.

What is customer satisfaction?

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, non-profit organizations, and every subgroup within an organization.

How can you measure customer satisfaction?

The fact that the above definition uses the word "measure" highlights the importance of measuring customer satisfaction empirically. This is typically done using customer satisfaction surveys to gather your customers' opinions on the different aspects of your service. You can also factor in other metrics like customer retention and loyalty to make assumptions about customer satisfaction.

By measuring customer satisfaction in this way, you can identify your weaknesses and figure out how to improve your service in order to increase customer satisfaction levels.

Why is customer satisfaction so important?

It's much easier to forget about a customer as soon as they leave your store or click away from your website. So why should we take the time to follow up with our customers and focus on their satisfaction levels? Here are some of the key reasons why measuring customer satisfaction and striving to improve it are so important.

Maximise customer lifetime value:

Many businesses underestimate the cost of acquiring a new customer. It is much more cost-effective to invest in retaining existing customers rather than constantly chasing new ones. If you focus on customer satisfaction, then those that buy from you are much more likely to buy from you again.

Minimise customer churn:

Customer churn refers to those customers that stop buying from you, whether that's after their first purchase or after several years of being a loyal customer. Customer churn can be very costly for your business because it means you need to go back to focusing on getting new customers. As mentioned above, a satisfied customer is more likely to remain loyal, therefore decreasing customer churn.

Positive brand exposure:

Word of mouth is important to any business. Disgruntled customers will go online and complain about your business or its products, they'll write negative reviews, and they'll recommend your competitors over you. By improving your customer satisfaction, you not only avoid this, but you also benefit from positive word of mouth. Satisfied customers will recommend you to friends and family, talk positively about you online, and, hopefully, write positive reviews on places like Google, Facebook, and Yelp.

Increase revenue:

All businesses want to increase their revenue and grow their business, but they might not always have the resources to invest in actively growing it. Once you've got your customer satisfaction strategy right, it becomes an effective way to grow your business and its revenue passively.

INDUSTRY PROFILE:

1.2) Industry profile:

Video production is the process of producing video content for video. It is the equivalent of filmmaking, but with video recorded either as analogue signals on videotape, digitally in video tape or as computer files stored on optical discs, hard drives, SSDs, magnetic tape or memory cards instead of film stock. There are three stages of video production: pre-production, production.

- **TYPES OF VIDEOS:**

There are many different types of video production. The most common include film and TV production, television commercials, internet commercials, corporate videos, product videos, customer testimonial videos, marketing videos, event videos, wedding videos. The term "Video Production" is reserved only for content creation that is taken through all phases of production (Pre-production, Production, and Post-production) and created with a specific audience in mind. A person filming a concert, or their child's band recital with a smartphone or video camera for the sole purpose of capturing the memory would fall under the category of "home movies" not video production.

- **PRODUCTION SCALE:**

Production scale is determined by crew size and not the location of the production, or the type of content captured. Crew size in most cases will determine a projects quality and is not a limitation of what kind of content can be captured. There are feature films that have been captured by a crew of just 2 people, and corporate videos that leverage teams of 10 or more.

- **SHOOTING STYLES AND TECHNIQUES:**

The same shooting styles used in filmmaking can also be used in video production. There is not a singular type of style that is used for every kind of video content captured. Instead, style changes depending on the type of video being created, and the desired tone and message of the video.

- **CORPORATE VIDEO:**

Corporate videos production can be scripted and covers a wide range of purposes from corporate Communication, Training and Education, videotaping conferences and conventions, products and services, and sales. The most common type of corporate video is the "Corporate Overview Video," which introduces the company's executive team and puts a name and face to the people in-charge. This video is used as a way to communicate a company's core beliefs and values as well as their overall mission statement. This video is often called the "foundation" of a company's video content as it sets the tone and communication style for all of their other video content.

- **CORPORATE EVENT VIDEOS:**

Corporate event videos occur at conventions or trade shows and cover the multiple-day event including speakers, break-out sessions, awards ceremonies and local recreational activities in which the conventioners participate. An on-site editor then creates a short video presentation that is shown before the close of the convention. Many national or international companies also take advantage of the convention venue to gather interviews of their key employees or customers to speak on the company's behalf as it is much easier to film everyone at a central location.

- **PRODUCT VIDEOS:**

Product videos are created with the main purpose of selling a product and offer an opportunity to communicate all of the highlights and features of a product which are typically written on the product page in text but with the added bonus of showcasing glamour shots of the product. The most effective product videos are typically between 2 and 3 minutes in duration, balancing the amount of information provided while keeping the audience engaged.

- **EVENT VIDEOS:**

Video production can be used at sporting, school, stage, wedding, church, and similar events to provide recordings of the events. Event video productions range in distribution from a wedding video that is custom made for a bride and groom and their immediate family and friends, to a dance recital where dozens to hundreds of videos are sold to individual dancers. Event video production can also be used to broadcast events live to viewers at home such as a press conference or concert. Video of live events can be sent by microwave or a satellite truck from the event location to a television studio in order to be broadcast. Event video usually refers to video made on an event, and has some sort of currency, for example news.

- **VIDEO PRODUCTION FOR DISTANT EDUCATION:**

Video production for distance education is the process of capturing, editing, and presenting educational material specifically for use in on-line education. Teachers integrate best practice teaching techniques to create scripts, organize content, capture video footage, edit footage using computer-based video editing software to deliver final educational material over the Internet. It differs from other types of video production in at least three ways

- It augments traditional teaching tools used in on-line educational programs.
- It may incorporate motion video with sound, computer animations, stills, and other digital media.
- Capture of content may include use of cell phone integrated cameras and extend to commercial high-definition Broadcast quality cameras.

The primary purpose of using video in distance education is to improve understanding and comprehension in a synchronous or asynchronous manner

- **INTERNET VIDEO PRODUCTION:**

Increasing internet speeds, the transition to digital from physical formats such as tape to file-based media and the availability of cloud-based video services has increased use of the internet to provision services previously delivered on-premise in the context of commercial content creation for example video editing. In some case the lower costs of equivalent services in the cloud driven adoption and in others the greater scope for collaboration and time savings.

Many web sites include videos. Although not necessarily produced online, many video production tools allow the production of videos without actually using a physical camera. An example of this is using the YouTube video editor to create a video using pre-existing video content that is held on the platform under Creative Commons license.

Video content is being used in an ever-growing range of contexts, including testimonial videos, web presenter videos, help section videos, interviews, parodies, product demonstrations, training videos, thank you videos, and apology videos.

Marketing videos are made on the basis of the campaign target. Explainer videos are used for explaining a product, commercial videos for introducing a company, sales videos for selling a product, and social media videos for brand awareness.

Individual Internet marketing videos are primarily produced in-house and by small media agencies, while a large volume of videos produced by big media companies, crowdsourced production marketplaces, or in scalable video production platforms.

Most Internet marketing videos serve the purpose of interacting with the audience. The two main types of internet marketing videos are transactional videos, which aim to sell a product to a customer, and reference videos, which are designed to keep the customer on the site.

COMPANY PROFILE

1.3) Company profile:

- Gumchak Private Limited is a new age one-stop shop technology platform for professionalising and distributing user generated videos in a creative simplistic and affordable way. In today's social media driven world, Gumchak enables people, of all age groups, to produce quality video content and create an identity for themselves.
- They live in a world of instant access, from posts to pins, tweets to images-people have found numerous ways to express themselves. But to really drive engagement through the roof, you need to harness the magical power of user-generated -content (UGC).
- UGC is a like a written reviews, blogs, and product and travel application photos. However, in the past few years, videos have taken over and it's easy to see why- videos allow your audience to process information faster as they stimulate both the visual and auditory senses. Whether it is education or entertainment, videos are a powerful tool.
- Armed with the power of social media, your videos have the tremendous potential to go viral or bring you a huge fan following. You may just be the next Master Chef, Fitness Guru, or Celebrity waiting to be discovered by the world. This is where Gumchak comes in. Our mission is to help you achieve your dream of being the next global star.
- They shoot for corporates, start-ups, healthcare etc.
- They have an in house Experienced VFX team and a marketing team.
- Gumchak Educational Service will add creativity to your existing content that is being delivered by your schools, universities, and trainers. Gumchak will convert them into engaging videos for your students and participants.
- Gumchak is into educational and entertainment related sides too, in the entertainment side they help the content creators or help the people in their editing too.
- Few of their clients are Apollo, VIT, Pfizer, Vodafone etc.

CHAPTER 2

REVIEW OF LITREATURE

2.1) Introduction:

In this Chapter, the researcher has made an attempt to study and understand the concepts of Customer Satisfaction. This attempt includes, understanding the basic concepts of Customer Satisfaction, analysing research studies made by earlier researchers in respect of Customer Satisfaction for this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of Customer Satisfaction in respect of Gumchak Private Limited.

2.2) List of Review's:

[1] Soniya Maharajan (2017) – The thesis studies the factors that influence customer satisfaction and loyalty. The thesis project examines customer satisfaction. Various methods that have been widely used to measure customer satisfaction and the outcome results of having loyal customers are presented.

[2] Oliver (2013)- Customer satisfaction is a judgement by the customer. The most popular view of customer satisfaction in academia is that customer satisfaction is the judgement out of the of the product or service experience.

[3] Vibhor Mohan (2012) – A study in the city to know the perceptions of consumers on the growing popularity of coffee. The growth of the economic and demographic changes, increases number of working and exposure to global trends.

[4] Shapan Furvin (2011) – The coffee shop industry is characterized as fairly competitive and has a low entry barrier. Given these characteristics it is important for coffee shop businesses to make efforts to retain current customers and to attract new customers.

[5] Meyer and Schwager (2018) – Customer experience is defined as the overall experience that a customer has throughout the direct interaction with an establishment internally and subjectively.

[6] Ghauri and Gronhaug (2019) – It helps people to have a clear start with the main topic and saves time. Ghauri and Gronhaug (2019) also suggested a literature review it could help the authors refine and provide a basic answer of the research question. Google search was also useful for finding information related to customer loyalty.

[7] Omatayo Joseph- Abioundun, Abolaji jocachim (2010)- emphasis on customer loyalty and customer switching cost. The study finds that customer satisfaction positively affects customer retention and that switching cost affects significantly the level of customer retention.

[8] Norzaini bt Mohd Noor (2011) - explores the relationship between service quality and customer satisfaction on customer loyalty. The results show that both service quality and customer satisfaction significantly affect the level of customer loyalty.

[9] Kurt Matzler (2006) – explore the brand affect loyalty. values sought by the consumer and in the formation of brand affect and loyalty influence brand affect which in turn drives attitudinal and purchase loyalty.

[10] Niger Hill (2008) – Customer satisfaction and loyalty are key differentiate between better and poor performing businesses in most markets. Satisfaction drives loyalty drives business performance.

[11] Mona. N Shah (2017) – Customer satisfaction study investigated about the service quality based on performance leading to customer satisfaction.

[12] Abd Majid (2014) – Critical criteria on client and customer satisfaction for the methodology of this study is based on literature review of customers.

[13] Meenakshi (2016) – Customer satisfaction main objective of the study is to find the parameters of customers. The questionnaire survey was conducted among customers. The survey results were analysed and identified the important factors of customer satisfaction.

[14] Samira Dezhkam (2013) - The impact of Customer satisfaction and customer loyalty. Customer acclimatization has been identified customer satisfaction and have widely recognized in enhancing the business performance.

[15] Dr Ankur Saxena (2017)- Customer satisfaction is an ambiguous, abstract and confusing concept. Customer satisfaction refers to the extent to which customers are happy and delighted with the products and services provided by a business. In other word's satisfaction is the state of mind felt by a person who experienced a performance of product or service that has fulfilled his or her expectations

2.3) Conclusion:

A literature review may comprise a fundamental part of a postulation or paper, or might be an independent survey of works regarding a matter. Regardless, its motivation is to put each work with regards to its commitment to the comprehension of the subject under audit. Depict the relationship of each work to the others viable. Recognize better approaches to decipher, and reveal insight into any holes in, past research. Resolve clashes among apparently opposing past examinations. Point the route forward for further research.

CHAPTER 3

RESEARCH METHODOLOGY

3.1) Objectives of the study:

- Understanding the expectations and requirements of customers.
- Developing your services based on your findings.
- Determining how well your company and its competitors are satisfying these expectations and requirements.
- To assess the satisfaction level of customers.

3.2)) Need for the study:

- To study on the customer satisfaction at gumchak Pvt Ltd.
- To know the opinions about gumchak.
- Customer satisfaction should be the main focus of an organization because the customers are the ones who drive the business.

3.3) Scope of the study:

- To research the interest and satisfaction of customers.
- To gain insight into customer expectations.
- Analyze the experience based on the key deliverables.
- Attracting and relating customers.

3.4) Significance of the study:

- The study helps the researcher to have a practical exposure in this specific field.
- The study helps the respondents to disclose their opinion and view's about gumchak.
- The study helps to know the customer's attitude and satisfaction level of gumchak.

3.5) Research design:

Descriptive research is a study designed to depict the participants in an accurate way. The research design captured in this study is descriptive research design. As authors Creswell(2014), would suggest that, the above-mentioned research design has their place in forming a better understanding of a problem or issue. Specifically, the researcher chose a semi structured questionnaire for this study because it is a flexible method that permits a respondent to give the necessary information freely without the influence of external body or any other third interference. The secondary data would substantiate whatever the evaluation system is from both the interview and survey.

3.6) Sources of data:

Data collection is the term used to describe a process of preparing and collecting data.

Primary Data – Questionnaire given to 100 respondents.

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles to study.

Structure questionnaire will be used to gather primary data, while secondary research data will be used to gather more information that confirmed the veracity of information collected through survey.

3.7 Sampling Technique:

A convenience sample method is used in this study which is main type of non-probability sampling method. A convenience sample is made up of people who are easy to reach.

3.8 Period of Study:

The period of study is from December 2021 to April 2022 which is five months of study.

3.9) Sample size:

The sample size of this study is of 100 respondents.

3.10) Tools used for analysis:

Percentage analysis, hypothesis testing, chi square test is used as a statistical tool for the analysis.

3.11) Graphical representation of data:

Graphical representation tools such as bar graphs and pie charts have been used for the data analysis.

3.12) Limitations of the study:

- 1)Due to time constraints the sample size was restricted to 100 respondents only.
- 2)The findings and suggestions are based on the information given by the respondents.
- 3)The study in an opinion survey has to be exercised while extending the result to other areas.
- 4)The results fully depend on the information given by the respondents which may vary from person to person.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1) Percentage analysis:

Table 4.1.1 Gender of the respondents:

S. No	Particulars	Respondents	Percentage
1	Male	60	60
2	Female	35	35
3	Prefer not to say	5	5
Total		100	100

Source: Primary data

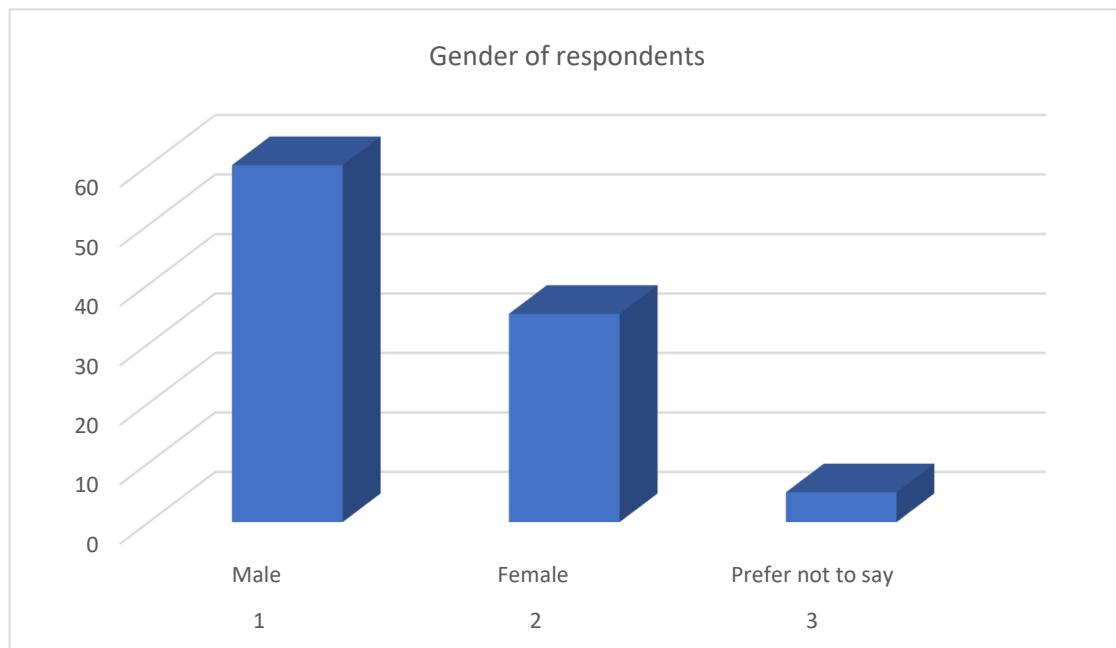


Figure 4.1.1 Gender of the respondents

Interpretation:

From the above table 60% of the respondents are male, 35% of the respondents are female and 5% of the respondents choose prefer not to say.

Inference:

Majority (60%) of the respondents are male.

Table 4.1.2: Age of the respondents:

S. No	Particulars	Respondents	Percentage
1	Below 18	1	1
2	18-28	23	23
3	28-38	26	26
4	38-48	37	37
5	48-58	12	12
6	58 and above	1	1
Total		100	100

Source: Primary data

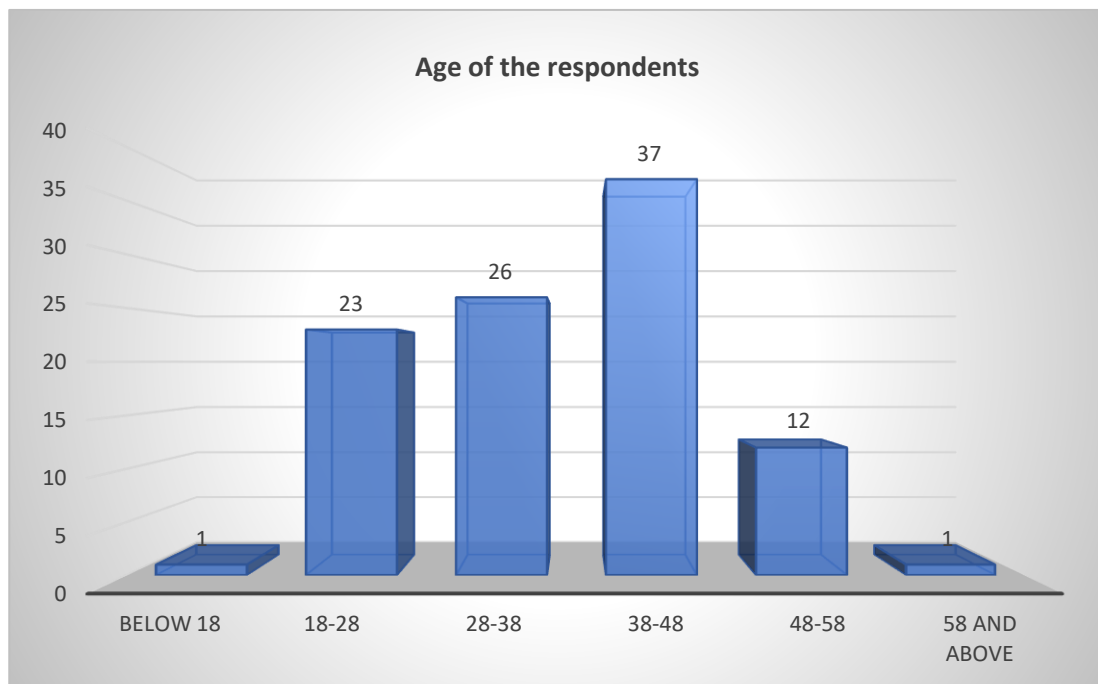


Figure 4.1.2 Age of respondents

Interpretation:

From the above table it is interpreted that below the age of 18 we have got 1% of the response, for the age 18-28 we have got 23% of the response, 28-38 age we have got 26% of the response, 38-48 age we have got 37% of the response, for the age of 48-58 we have got 12% of the response and lastly for 58 and above age we have got 1% of the response.

Inference:

Majority (37%) of the respondents are between the age of 38-48.

Table 4.1.3 Type of production they liked:

S. No	Particulars	Respondents	Percentage
1	Production stage	50	50
2	Pre-production stage	28	28
3	Post-production stage	22	22
Total		100	100

Source: Primary data

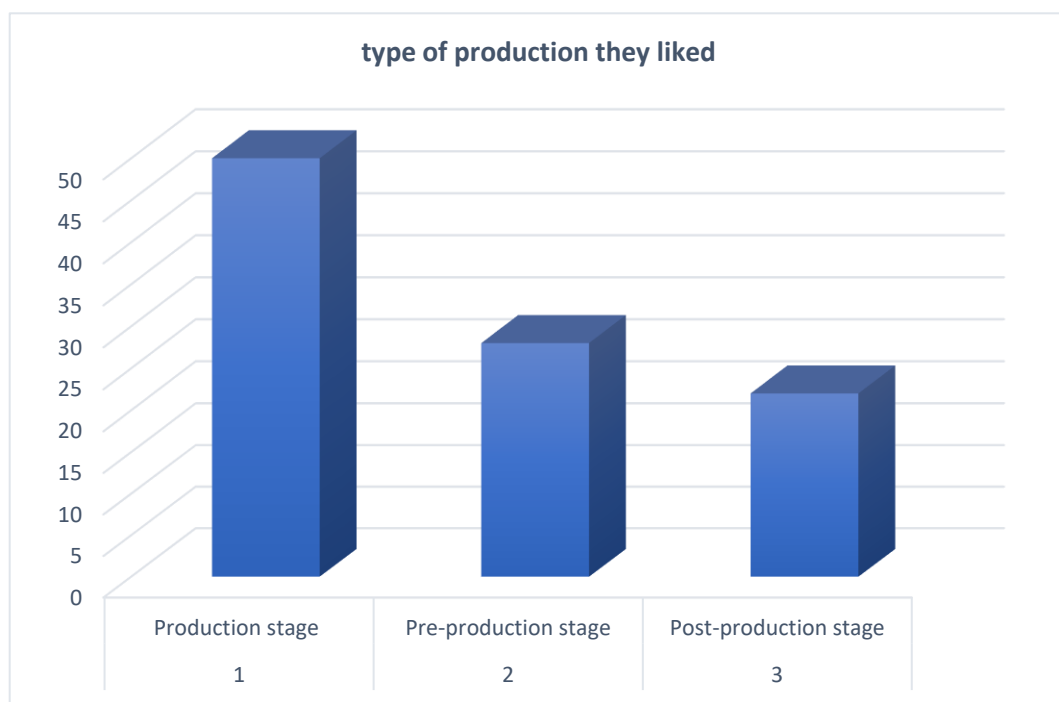


Figure 4.1.3 Type of production they liked

Interpretation:

From the above table it is seen that production stage has got half of the respondents vote which is 50%, for pre-production stage we have got 28% of the response and for post-production we have got 22% of the response.

Inference:

Majority (50%) of respondents have liked the production stage.

Table 4.1.4 Overall satisfaction of the quality of the video:

S. No	Particulars	Respondents	Percentage
1	Very much satisfied	39	39
2	Satisfied	45	45
3	Neutral	13	13
4	Dissatisfied	2	2
5	Very-much dissatisfied	1	1
Total		100	100

Source: Primary data

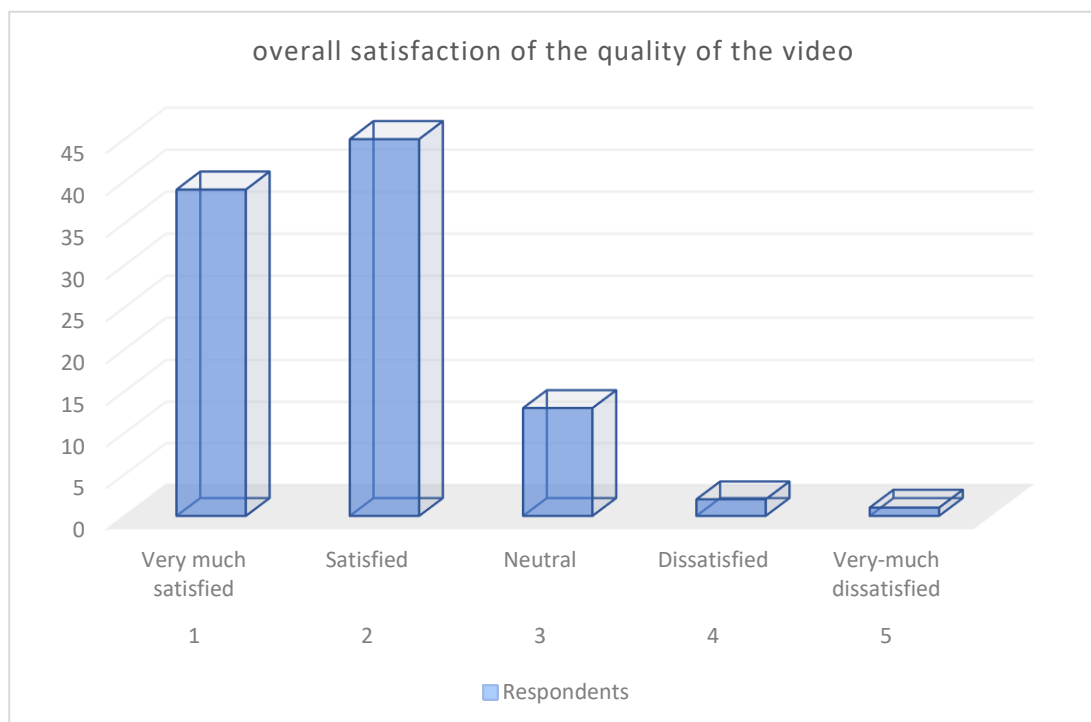


Figure 4.1.4 Overall satisfaction of the quality of the video.

Interpretation:

It is to be noted that 39% of the respondent are very satisfied with the overall quality of the video, 45% of the respondent are satisfied with the overall quality of the video, 13% have opted for neutral, 2% of the respondent have opted for the dissatisfied option and 1% of the respondent are very much dissatisfied of the overall quality of the video.

Inference:

Majority (45%) are satisfied with the overall quality of the video.

Table 4.1.5 on the rating of 5 how easy was it to access to our video content:

S. No	Particulars	Respondents	Percentage
1	1	1	1
2	2	2	2
3	3	6	6
4	4	32	32
5	5	59	59
Total		100	100

Source: Primary data

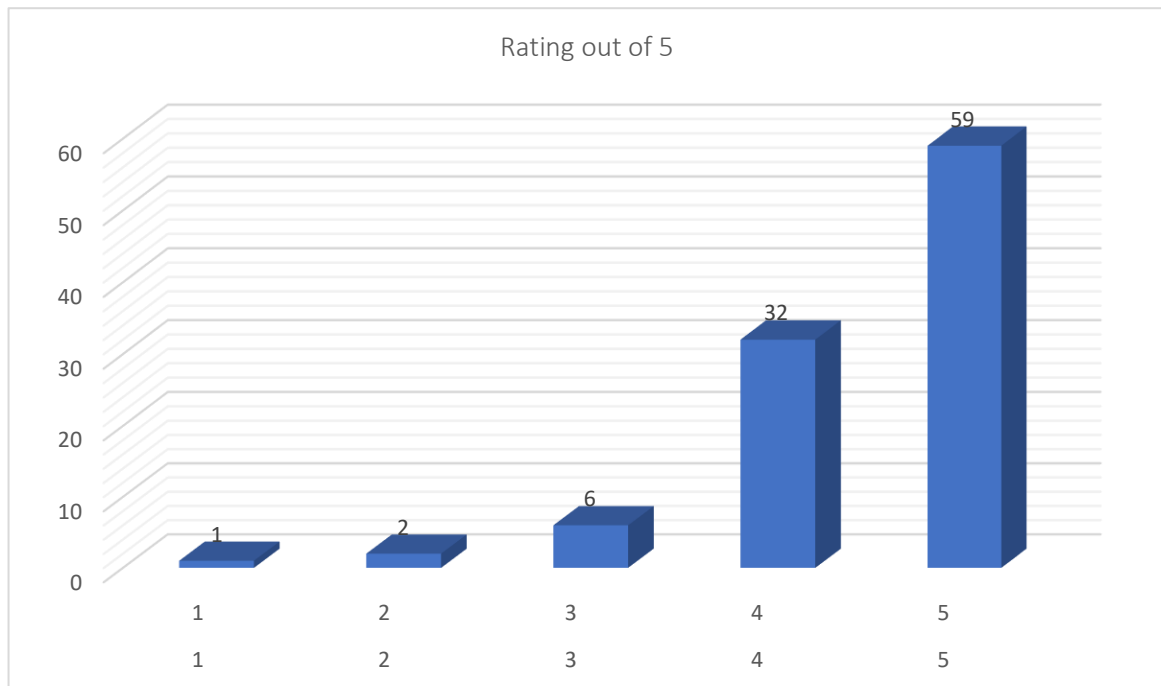


Figure 4.1.5 on the rating of 5 how easy was it to access our video content

Interpretation:

It is to be noted that for the rating of 5 people have responded for 59%, for the rating of 4 people have interpreted for 32%, for the rating of 3 people have responded for 6%, for the rating of 2 people have responded for 2% and for the rating of 1 people have responded for 1%.

Inference:

Majority (59%) have responded for the rating 5.

Table 4.1.6 satisfied with the variety of video contents at gumchak:

S. No	Particulars	Respondents	Percentage
<u>1</u>	Yes	87	87
<u>2</u>	No	3	3
<u>3</u>	Maybe	10	10
Total		100	100

Source: Primary data

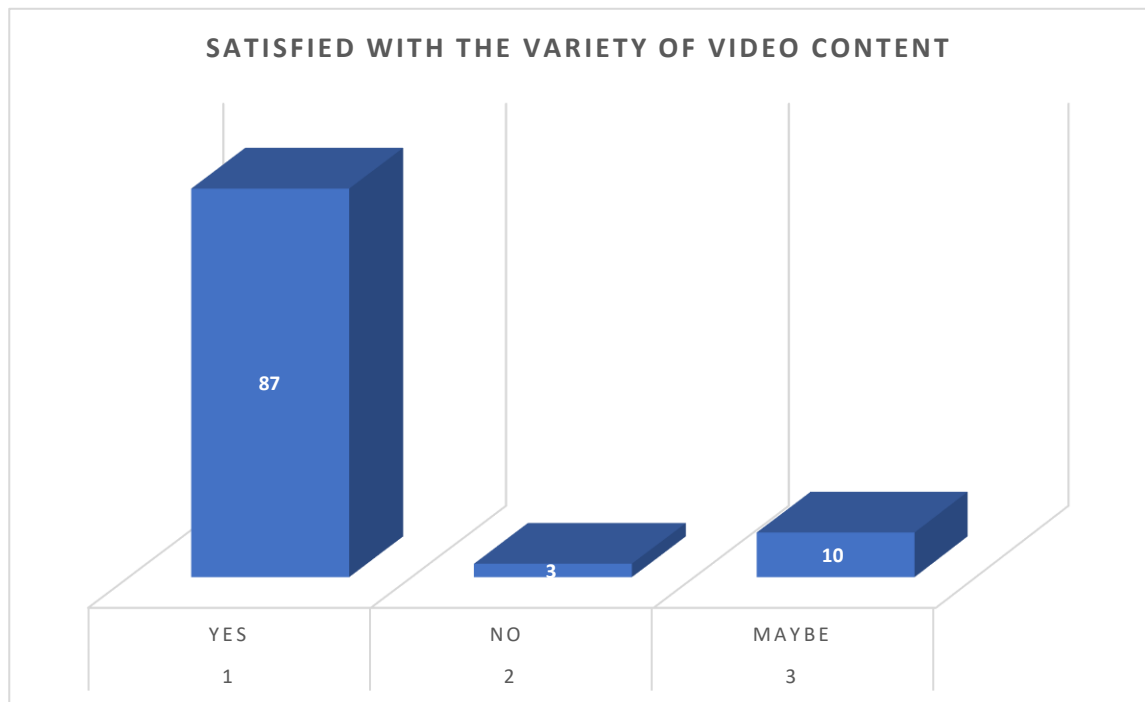


Figure 4.1.6 satisfied with the variety of video contents at gumchak

Interpretation:

From the above table it is to be noted that 87% of the respondents have opted for yes which is they are satisfied with the variety of the videos available at gumchak, 10% have voted for maybe option and 3% have opted for no.

Inference:

Majority (87%) of the respondents have opted for yes.

Table 4.1.7 video provided accessible to you in all format:

S. No	Particulars	Respondents	Percentage
1	Yes	97	97
2	No	3	3
Total		100	100

Source: Primary data

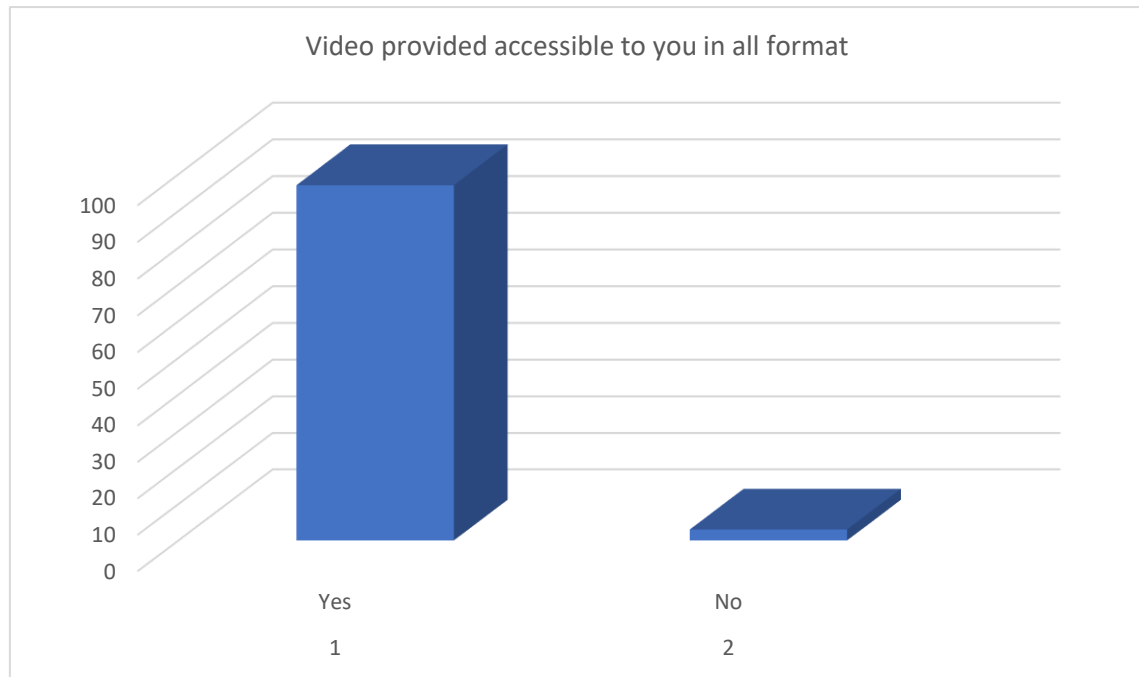


Figure 4.1.7 Video provided accessible to you in all format

Interpretation:

From the above table it is to be noted that 97% have opted for yes which means the video provided by us is accessible to them in all format and 3% have the people have chosen for no.

Inference:

Majority (97%) have opted for yes.

Table 4.1.8 During the shoot how supportive were our staffs:

S. No	Particulars	Respondents	Percentage
1	Very supportive	50	50
2	Supportive	32	32
3	Neutral	17	17
4	Not-happy with them	1	1
Total		100	100

Source: Primary data

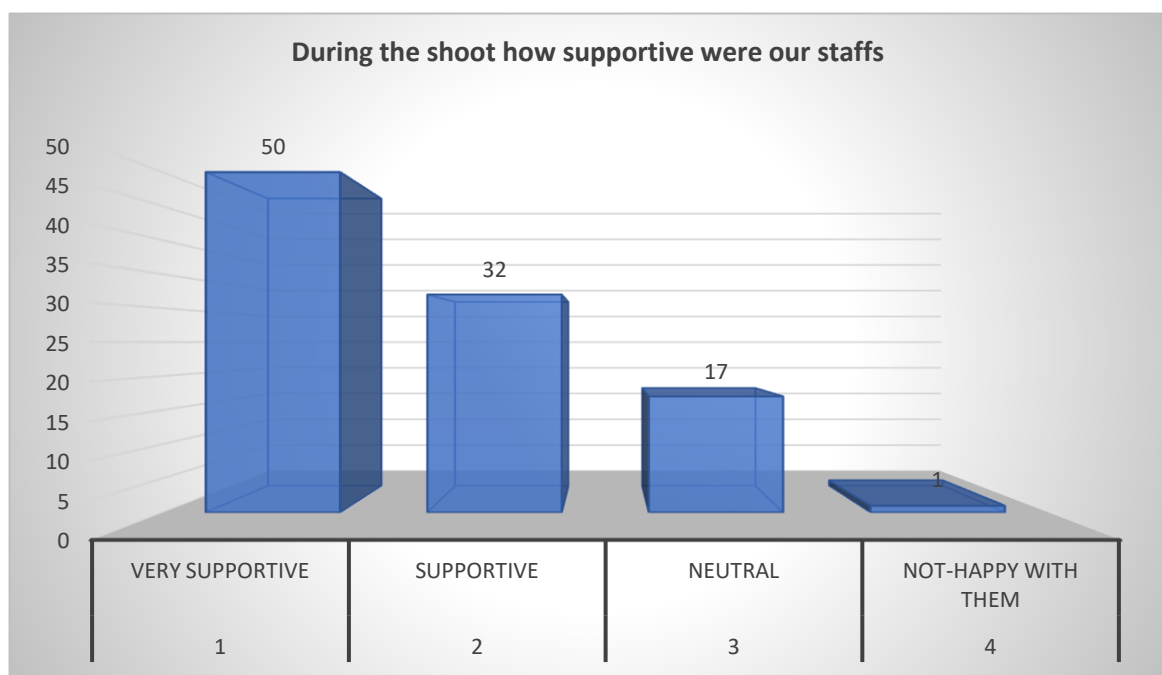


Figure 4.1.8 During the shoot how supportive were our staffs

Interpretation:

From the above table it is to be noted that 50% of the respondent have voted that the staffs are very supportive, 32% of the respondents have voted that they are supportive, 17% of the respondent have opted that the staffs are neutral, and 1% of the respondent have voted that they are not happy with the staffs.

Inference:

Majority (50%) of the respondents have responded saying the staffs were very supportive.

Table 4.1.9 On the rating of 5 are you happy with the ideas got from our team:

S. No	Particulars	Respondents	Percentage
1	1	1	1
2	2	2	2
3	3	11	11
4	4	47	47
5	5	39	39
Total		100	100

Source: Primary data

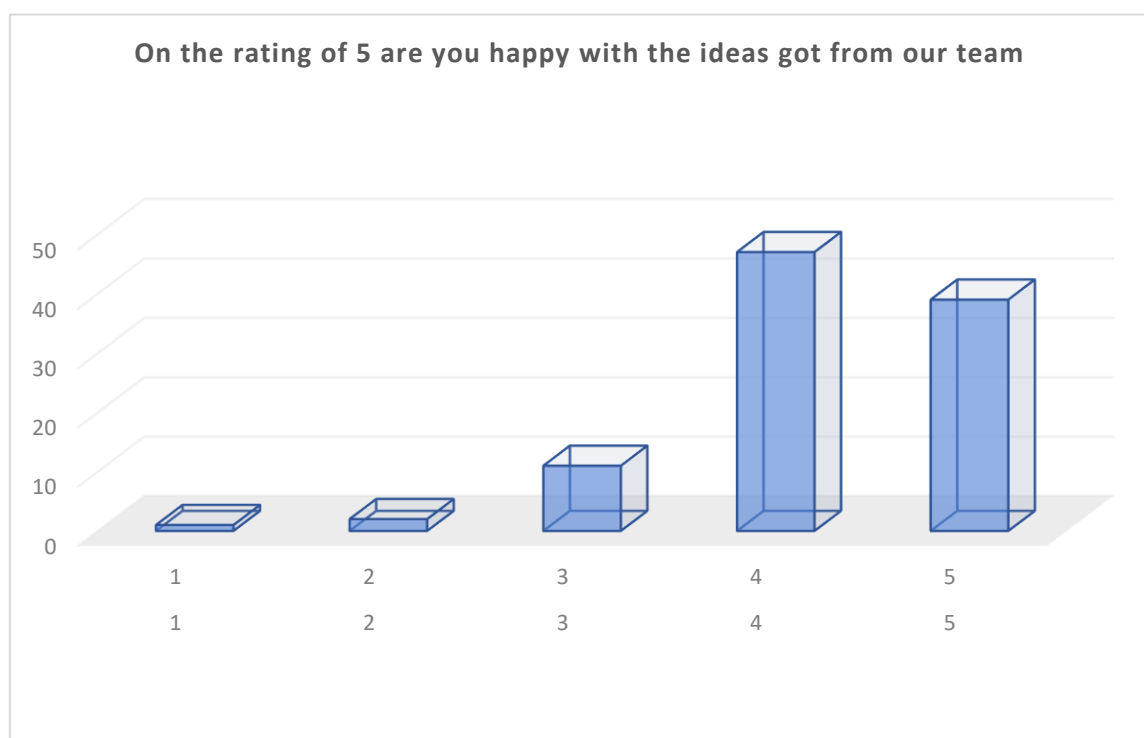


Figure 4.1.9 On the rating of 5 are you happy with the ideas got from our team

Interpretation:

From the above table it is to be noted on the rating of 5, 39% of the respondent have voted for 5 rating, 47% for 4 rating, 11 % for 3 rating, 2% for the rating of 2 and 1% for the rating of 1.

Inference:

Majority (47%) of the respondents have voted for the rating 4.

Table 4.1.10 Was it easy to work with our team?

S. No	Particulars	Respondents	Percentage
1	Yes	77	77
2	Neutral	22	22
3	No	1	1
Total		100	100

Source: Primary data

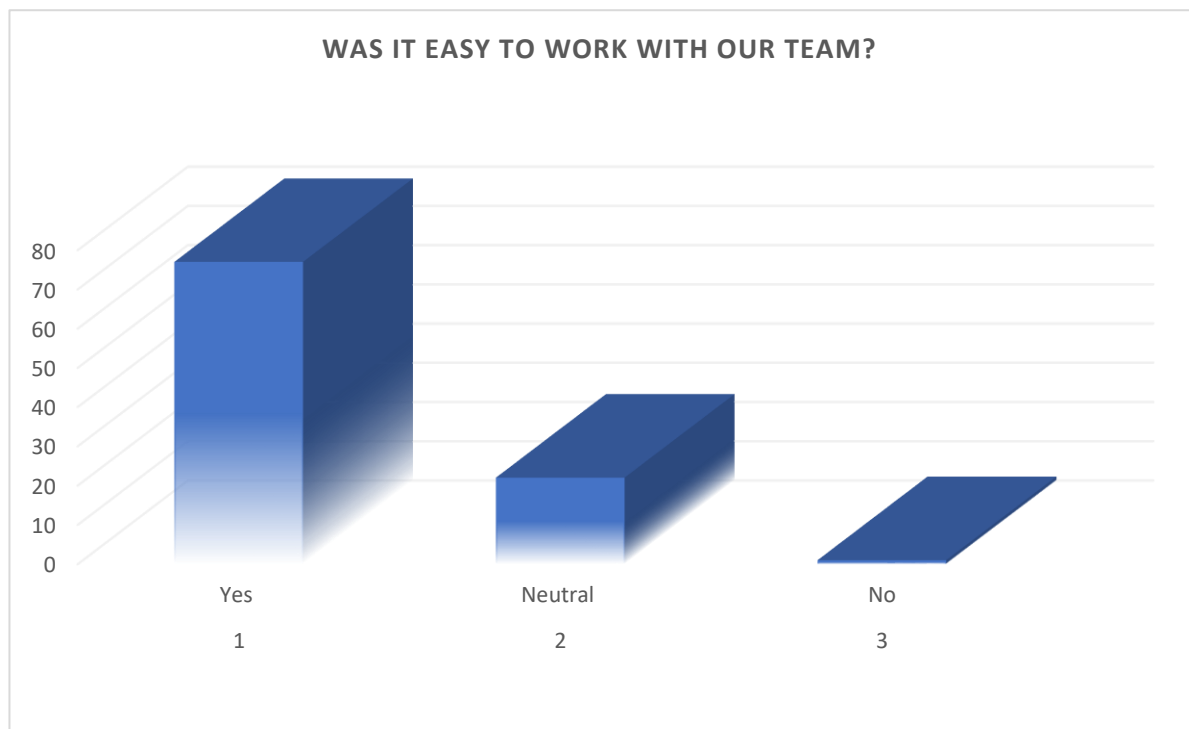


Figure 4.1.10 Was it easy to work with our team?

Interpretation:

From the above table it is to be noted that 77% of the respondents are saying that it was easy for them to work with our team, 22% have voted for neutral and 1% have voted for no.

Inference:

Majority (77%) respondents have opted for yes.

Table 4.1.11 Where your doubts and quires resolved by us when you addressed it to us:

S. No	Particulars	Respondents	Percentage
1	Satisfied from the response	63	63
2	Neutral	44	44
3	Not happy	1	1
Total		100	100

Source: Primary data

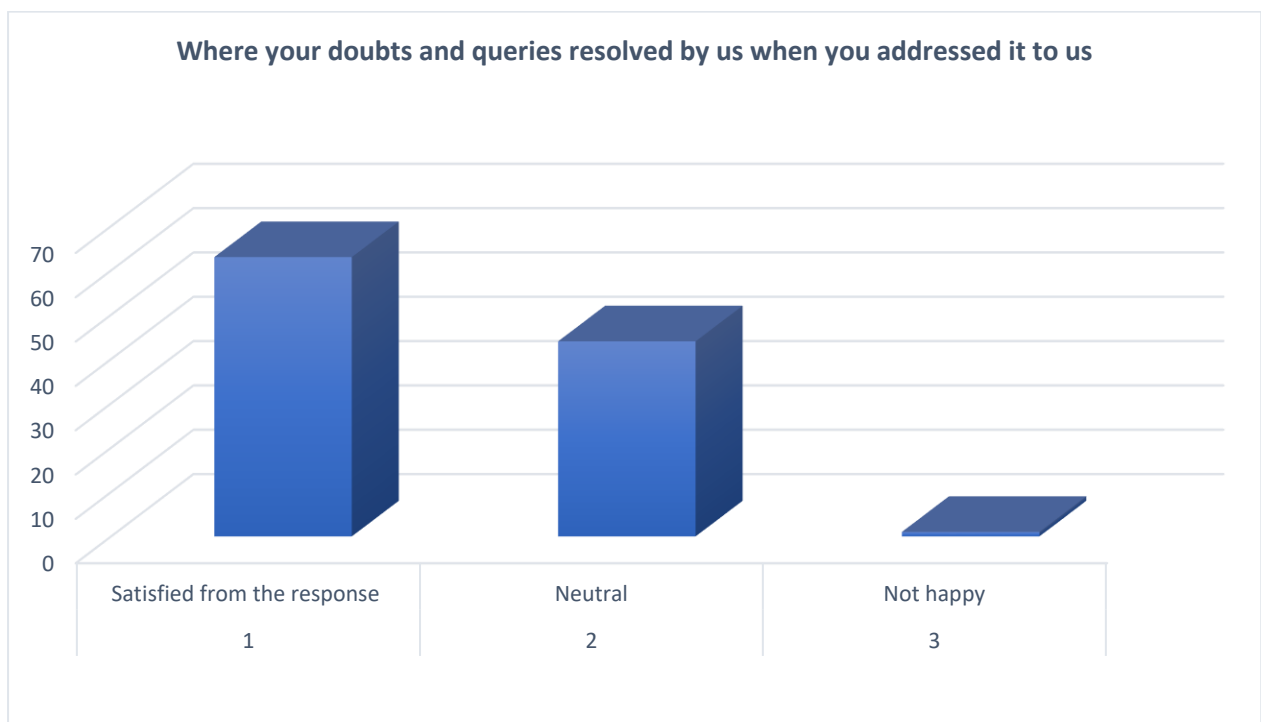


Figure 4.1.11 Where your doubts and queries resolved by us when you addressed it to us

Interpretation:

From the above table it is to be noted that 63% of the respondents are saying that their doubts were resolved when they addressed it to us, 44% have voted for neutral, 1 % have voted for not happy.

Inference:

Majority (63%) have responded for the option satisfied from the response.

Table 4.1.12 Where we justifying for the price you have invested:

S. No	Particulars	Respondents	Percentage
1	Yes, very happy	71	71
2	Neutral	28	28
3	Not happy	1	1
Total	100		100

Source: Primary data

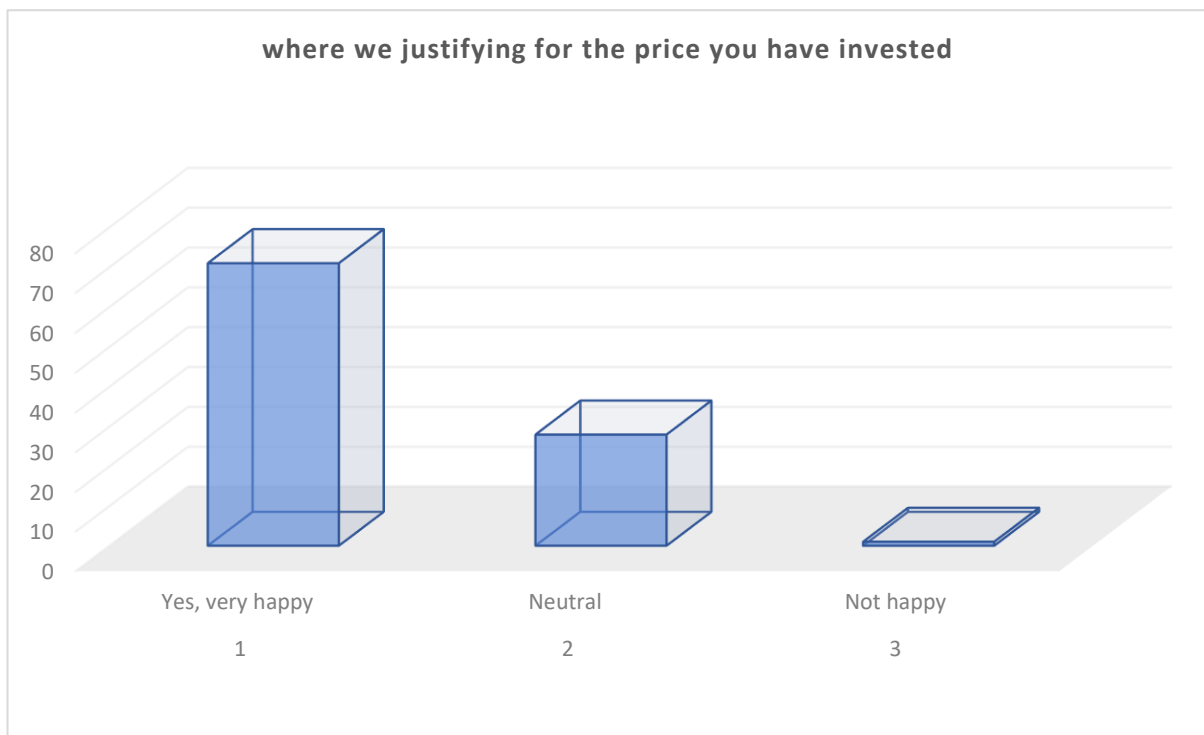


Figure 4.1.12 where we justifying for the price you have invested

Interpretation:

From the above table it is to be noted that 71% of the respondents are saying that we are justifying for the price they have invested on us, 28% have voted for neutral and 1% have voted saying that they are not happy.

Inference:

Majority (71%) of the respondents are saying that yes, very happy.

Table 4.1.13 With our price and competitors' price are we justifying for the money you have invested:

S. No	Particulars	Respondents	Percentage
1	Yes	68	68
2	Neutral	30	30
3	Maybe	1	1
4	No competitors pricing is better	1	1
Total		100	100

Source: Primary data

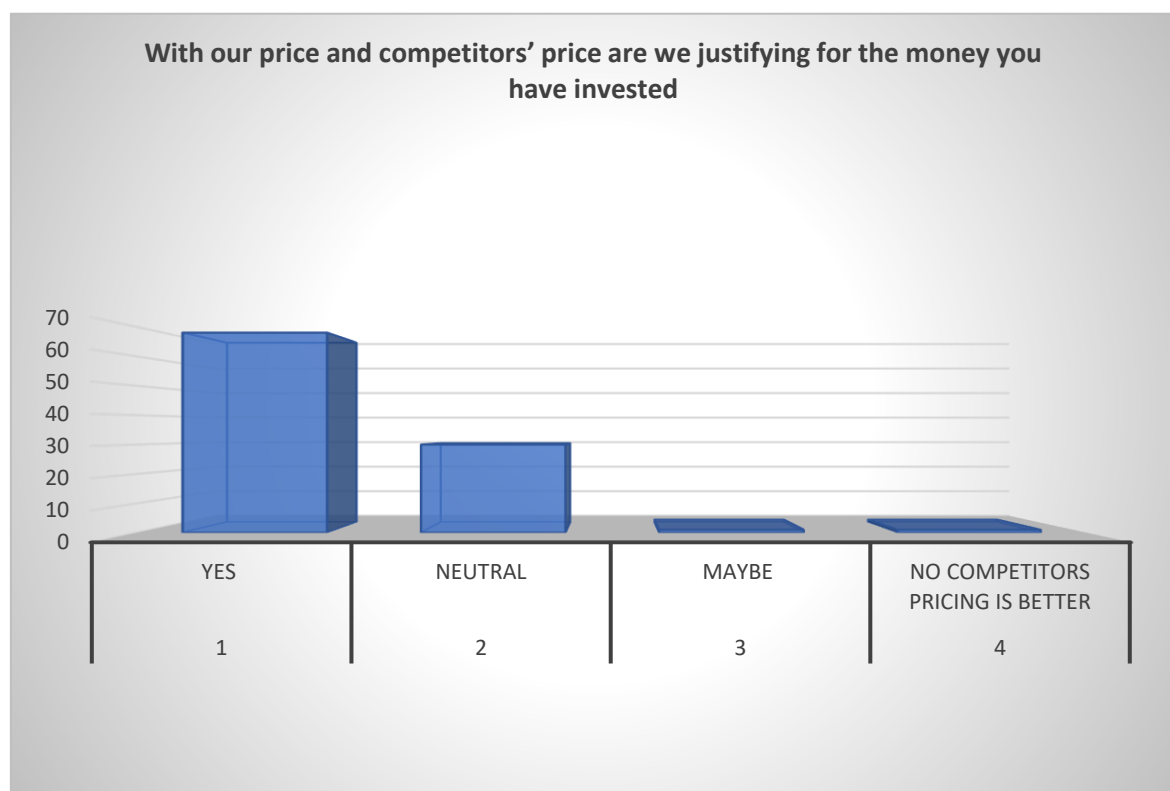


Figure 4.1.13 With our price and competitors' price are we justifying for the money you have invested

Interpretation:

From the above table it is to be noted that 68% of the respondents have voted for yes, we are justifying for our price than that of the competitors, 30% have voted for neutral, 1% for maybe and 1% are saying that the competitors pricing is better.

Inference:

Majority (68%) of the respondents have opted for yes.

Table 4.1.14 How satisfied are you with the price we have charged you (do u think we have charged you too much?)

S. No	Particulars	Respondents	Percentage
1	Very much satisfied	77	77
2	Satisfied	17	17
3	Neutral	4	4
4	Not happy	1	1
5	Charged way too much	1	1
Total		100	100

Source: Primary data

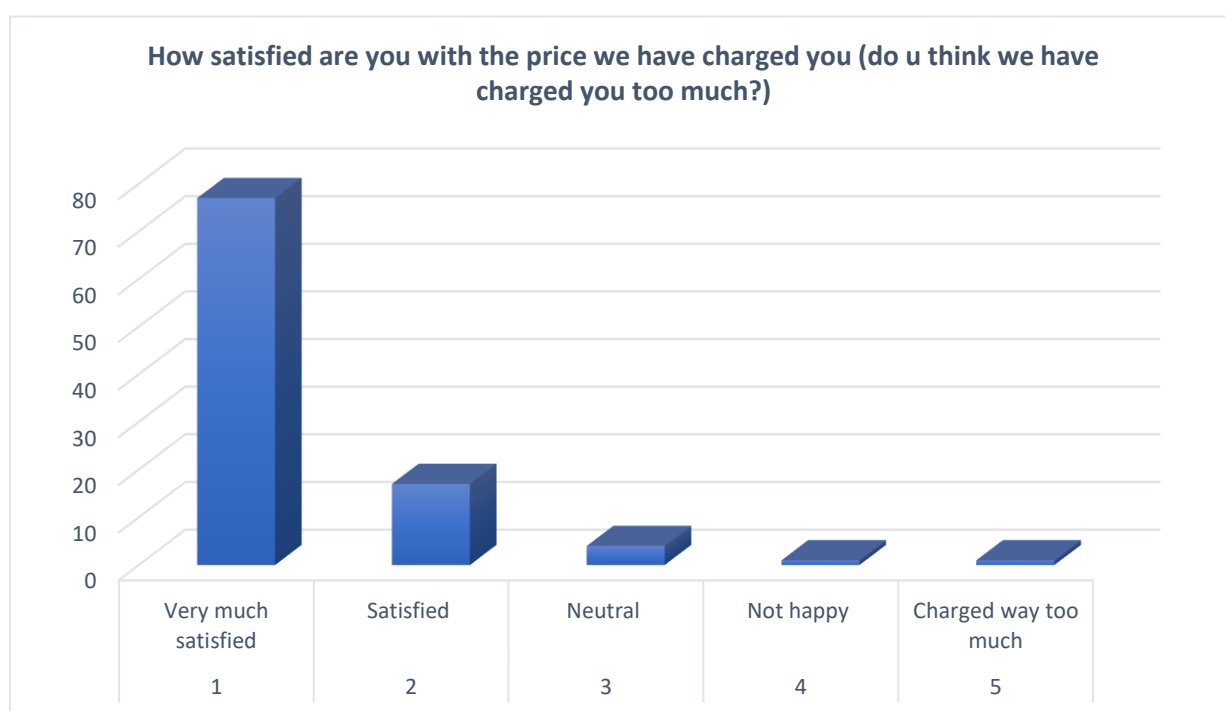


Figure 4.1.14 How satisfied are you with the price we have charged you (do u think we have charged you too much?)

Interpretation:

From the above table it is to be noted that 77% of the respondents are very much satisfied with the price we have charged them, 17% of the respondents have voted for satisfied, 4% for neutral, 1% for not happy and 1% of them thinks that we have charged them too much.

Inference:

Majority (77%) of the responses are very much satisfied.

Table 4.1.15 On your negotiation where we able to come down the lane:

S. No	Particulars	Respondents	Percentage
1	Yes	89	89
2	No	11	11
Total		100	100

Source: Primary data

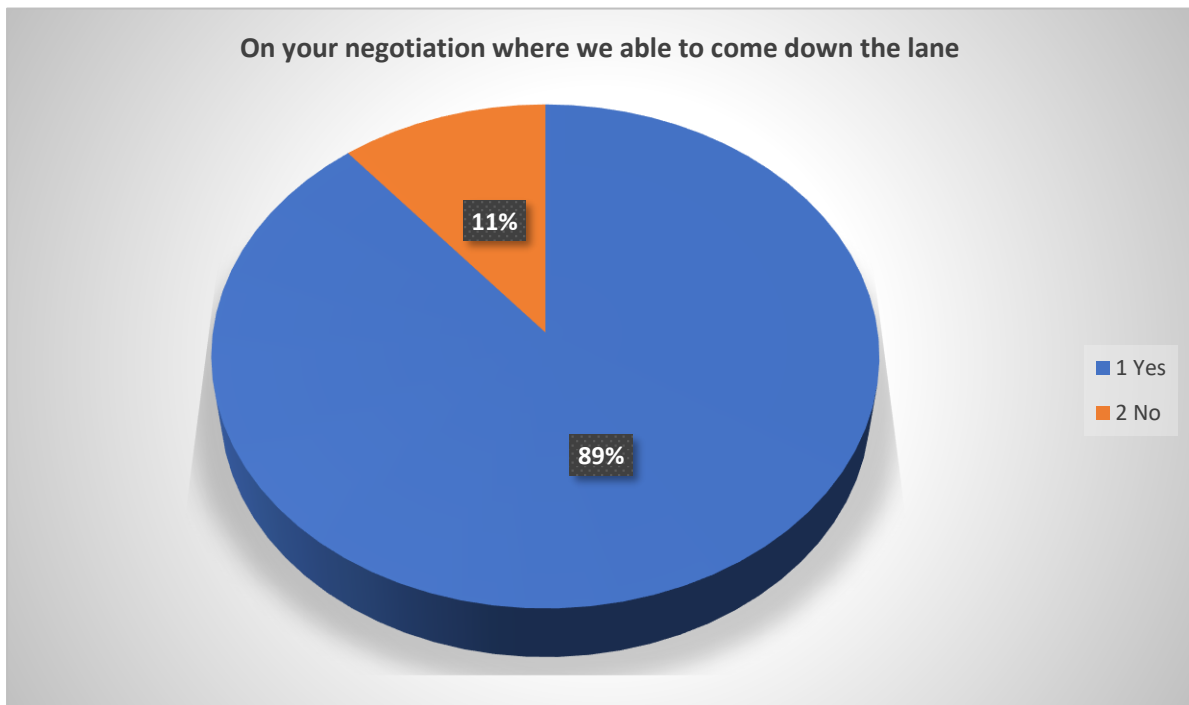


Figure 4.1.15 On your negotiation where we able to come down the lane

Interpretation:

From the above table it is to be noted that 89% of the respondents have voted that we are negotiable and 11% have voted for no, we were not negotiable.

Inference:

Majority (89%) of the respondents have opted for yes, we are negotiable.

Table 4.1.16 Was the service hour convenient:

S. No	Particulars	Respondents	Percentage
1	Yes	87	87
2	No	5	5
3	Maybe	8	8
Total		100	100

Source: Primary data

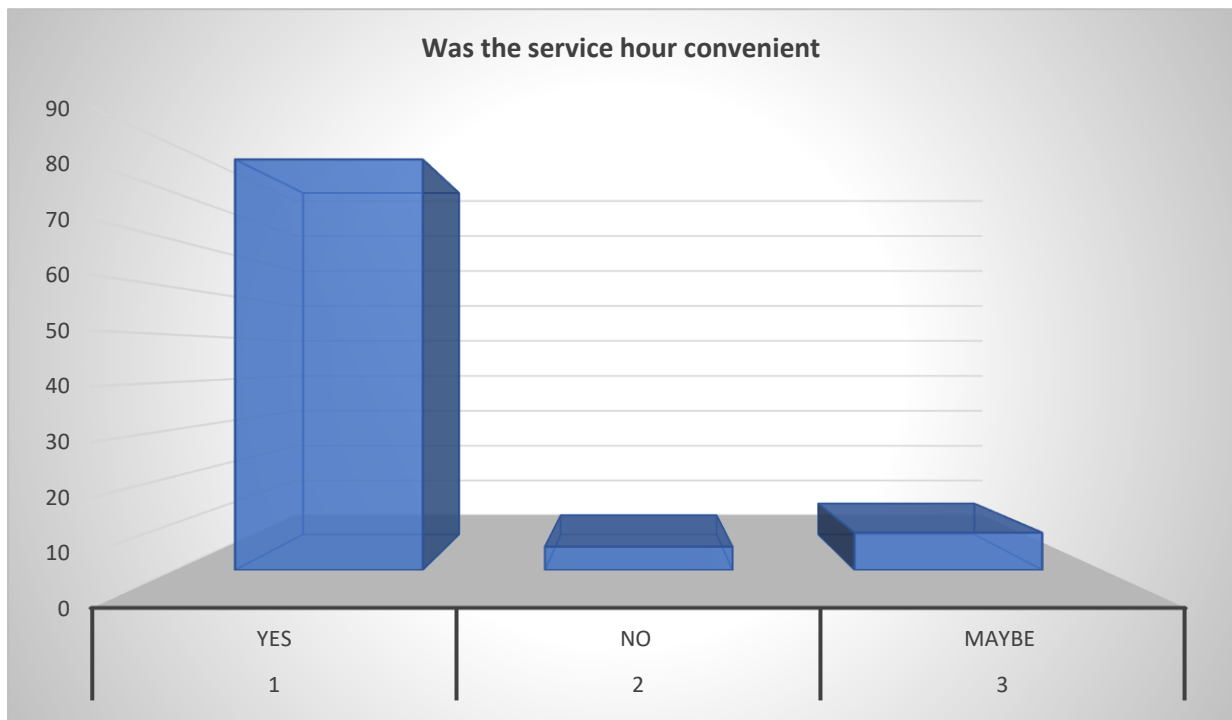


Figure 4.1.16 Was the service hour convenient

Interpretation:

From the above table it is to be noted that 87% of the respondents have voted that yes, our service hour was convenient, 5% for no and 8% have voted for maybe.

Inference:

Majority (87%) of the people have responded saying that the service hour was convenient.

Table 4.1.17 Was our location convenient:

S. No	Particulars	Respondents	Percentage
1	Yes	52	52
2	Neutral	45	45
3	Maybe	3	3
4	No	0	0
Total		100	100

Source: Primary data

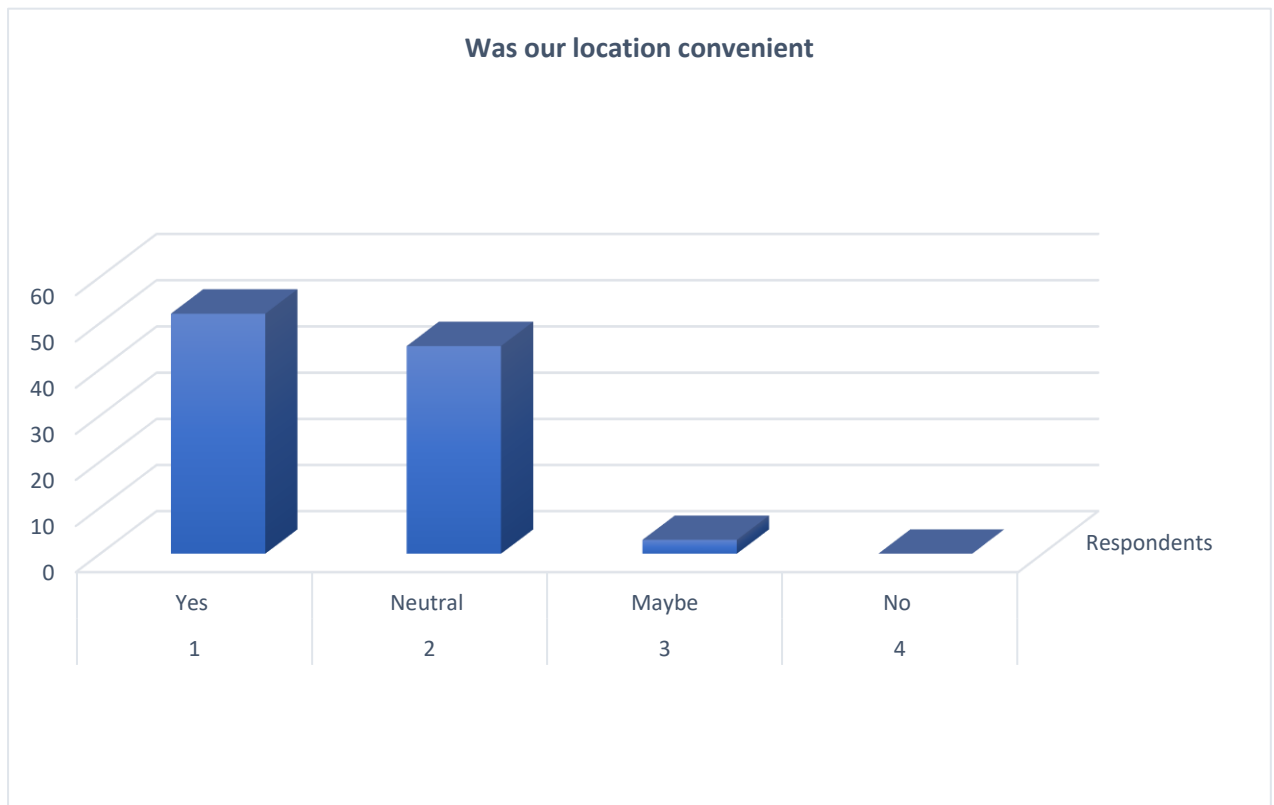


Figure 4.1.17 Was our location convenient

Interpretation:

From the above table it is to be noted that for the option of yes, we have got 52% of the respondents, 45% for neutral, 3% for maybe and for no we have got no response.

Inference:

Majority (52%) have said that the location was convenient.

Table 4.1.18 How was the parking convenience:

S. No	Particulars	Respondents	Percentage
1	Easy	68	68
2	Neutral	32	32
3	Difficult to find a place	0	0
Total		100	100

Source: Primary data

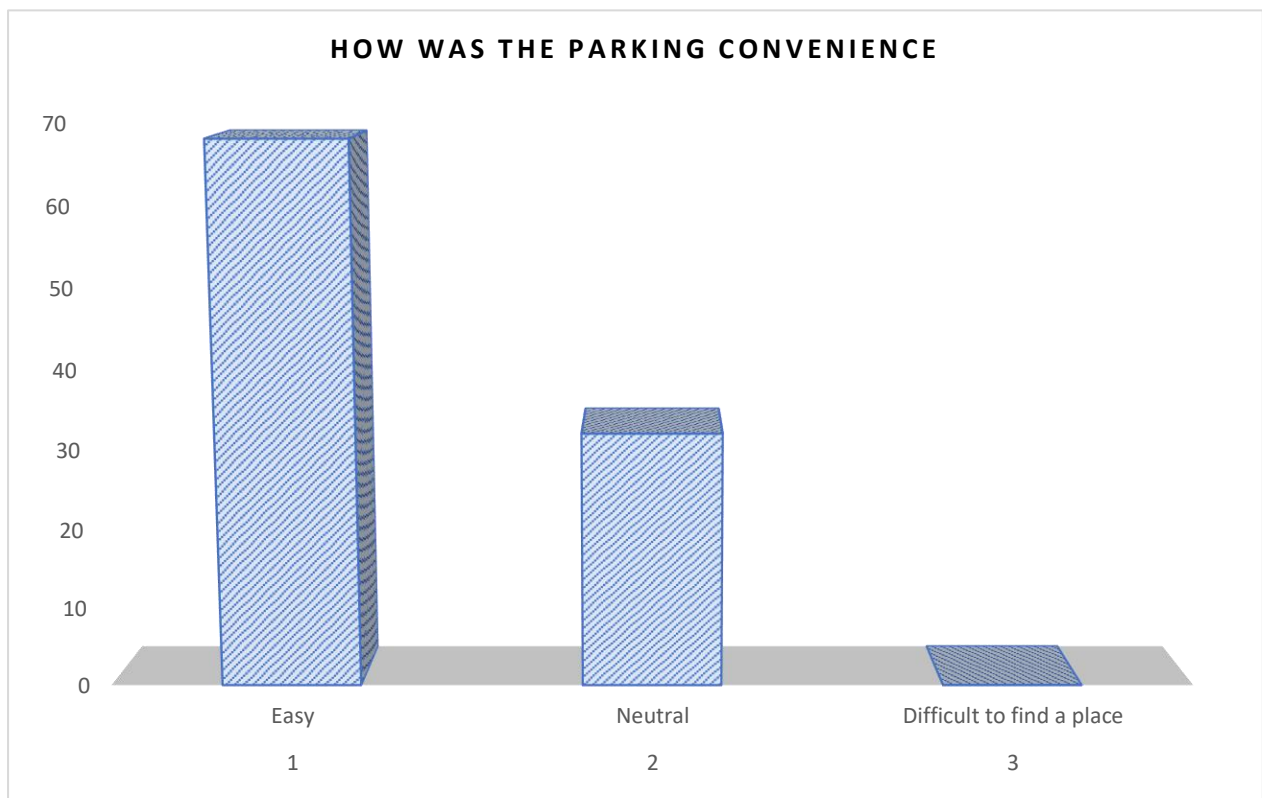


Figure 4.1.18 How was the parking convenience

Interpretation:

From the above table it is to be noted that 68% of the respondents have opted that our parking convenience was easy, 32% have opted for neutral and for 0% saying that they couldn't find a place.

Inference:

Majority (68%) of the respondents have said that the parking was convenient.

Table 4.1.19 Are you satisfied with the amenities provided to you at your time of visit:

S. No	Particulars	Respondents	Percentage
1	Yes, very happy	72	72
2	Maybe	28	28
3	Not happy	0	0
Total		100	100

Source: Primary data

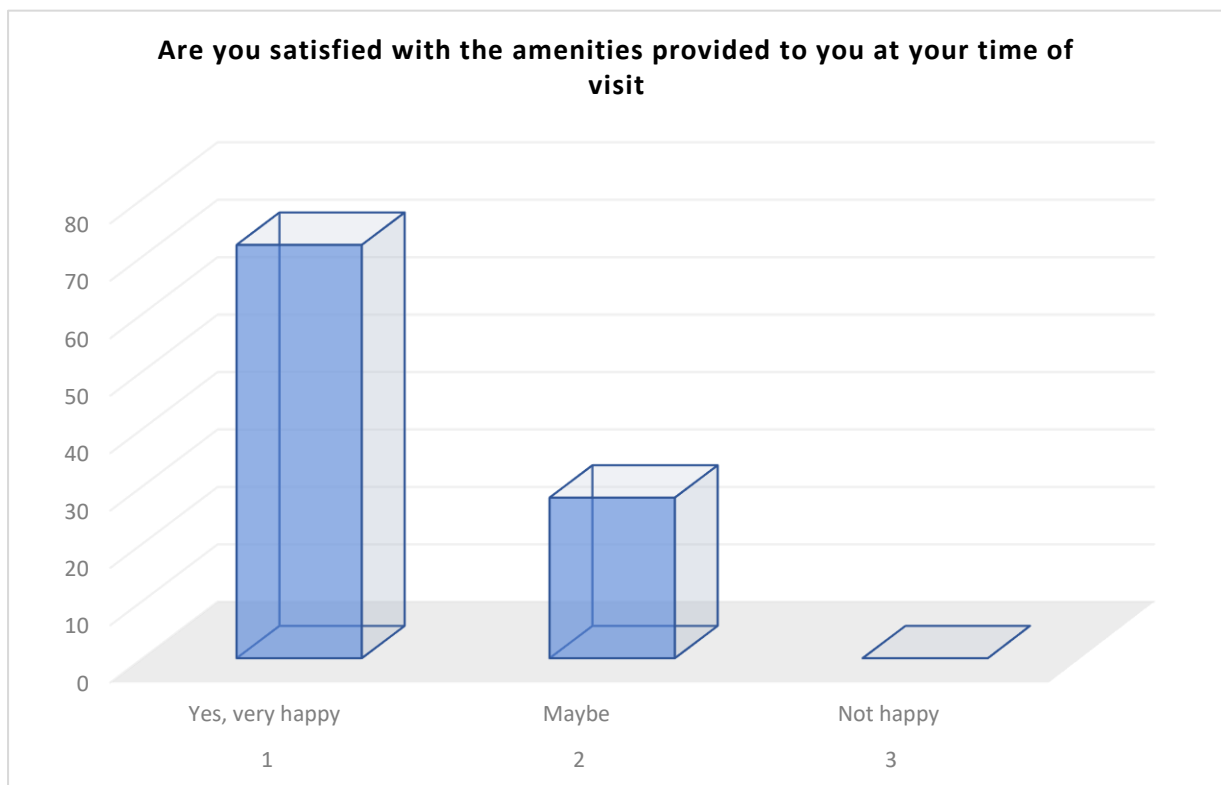


Figure 4.1.19 Are you satisfied with the amenities provided to you at your time of visit

Interpretation:

From the above table it is to be noted that 72% of the respondents have opted that they are happy with the amenities provided at their time of visit, 28% for maybe and 0% of them voted for not happy.

Inference:

Majority (72%) of the respondents have responded for yes, very happy with the amenities provided.

Table 4.1.20 Was it easy to use our website:

S. No	Particulars	Respondents	Percentage
1	Yes	86	86
2	No	9	9
3	Maybe	5	5
Total		100	100

Source: Primary data

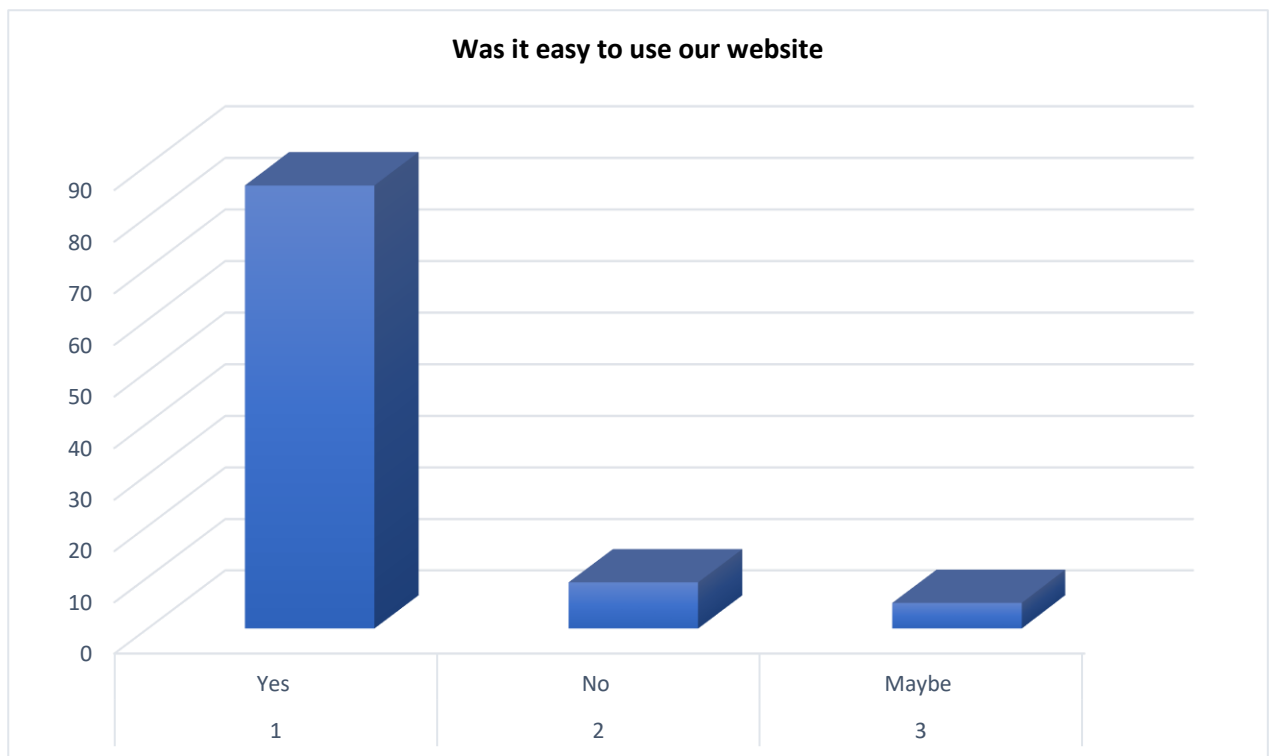


Figure 4.1.20 Was it easy to use our website

Interpretation:

From the above table it is to be noted that 86% of the respondents have opted that it was easy for them to use our website, 5% for maybe and 9% for no.

Inference:

Majority (86%) of the respondents have opted that it was easy for them to use our website.

Table 4.1.21 Where did you hear about us:

S. No	Particulars	Respondents	Percentage
1	Instagram	36	36
2	Facebook	17	17
3	Advertisement's	8	8
4	Others	39	39
Total		100	100

Source: Primary data

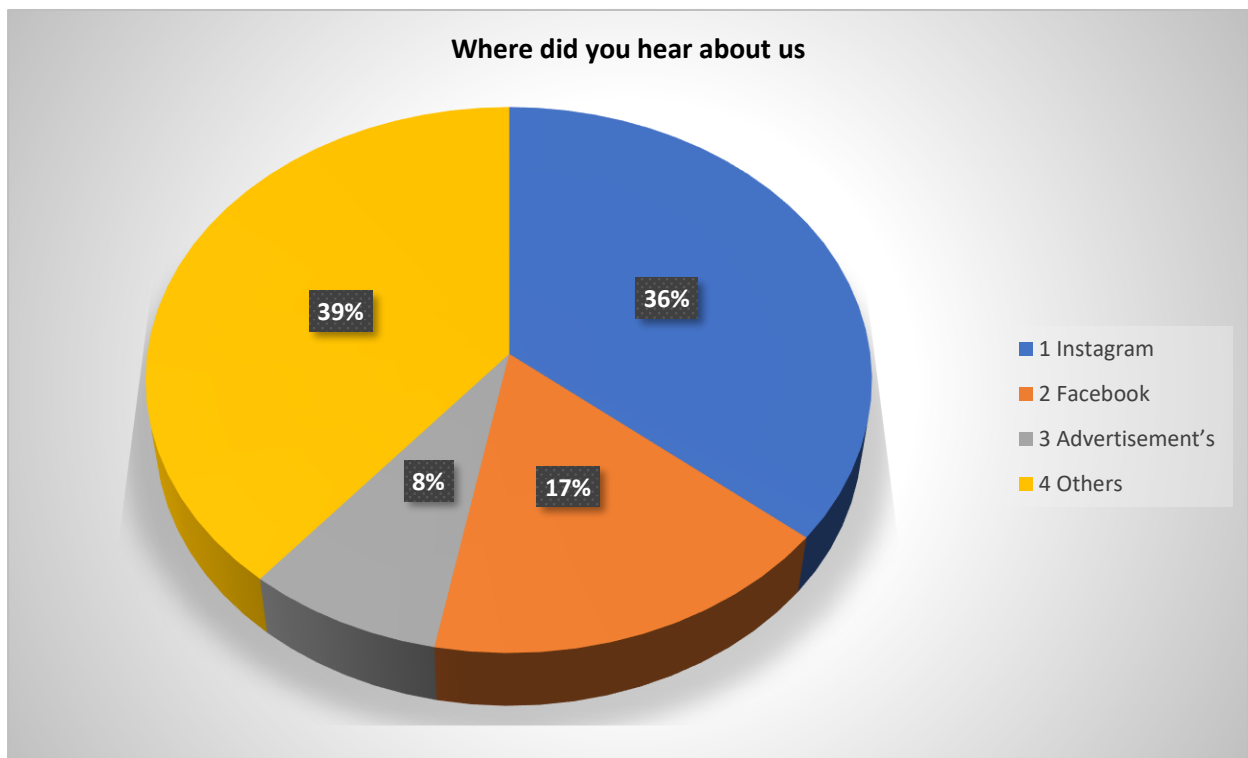


Figure 4.1.21 Where did you hear about us

Interpretation:

From the above table it is to be noted that 36% of the respondents have opted for Instagram, 17% for Facebook, 9% for advertisements and 39% for others.

Inference:

Majority (39%) respondents have opted for the option others.

Table 4.1.22 To what degree would you rate your overall satisfaction at gumchak:

S. No	Particulars	Respondents	Percentage
1	1	1	1
2	2	2	2
3	3	7	7
4	4	53	53
5	5	37	37
Total		100	100

Source: Primary data

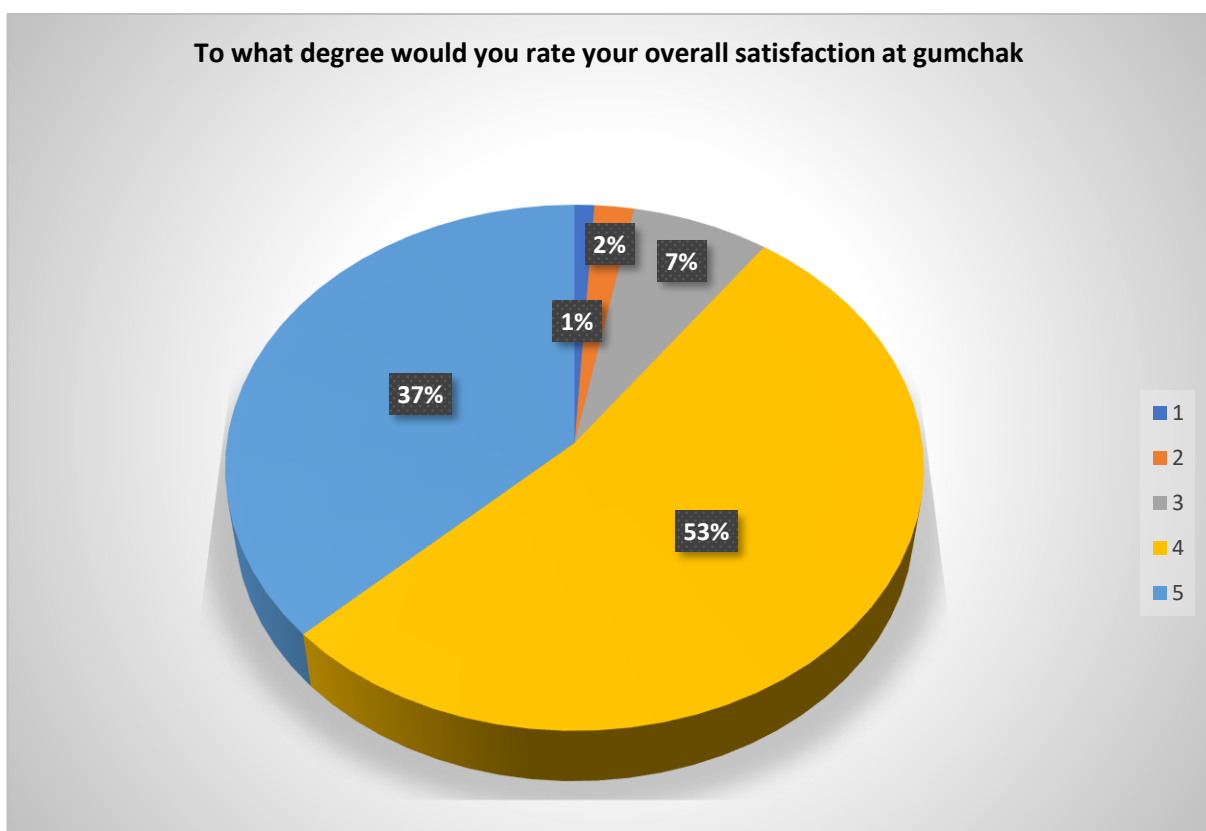


Figure 4.1.22 To what degree would you rate your overall satisfaction at gumchak

Interpretation:

From the above table it is to be noted that on the degree of 5, for 5 we have got 37%, for 4 we have 53%, for 3 we have got 7%, 2 is for 2% and for 1 it is 1%.

Inference:

Majority (53%) have responded for the degree 4.

Table 4.1.23 How likely are you to recommend us:

S. No	Particulars	Respondents	Percentage
1	Definitely will recommend	92	92
2	Not sure	6	6
3	Will not suggest	2	2
Total		100	100

Source: primary data

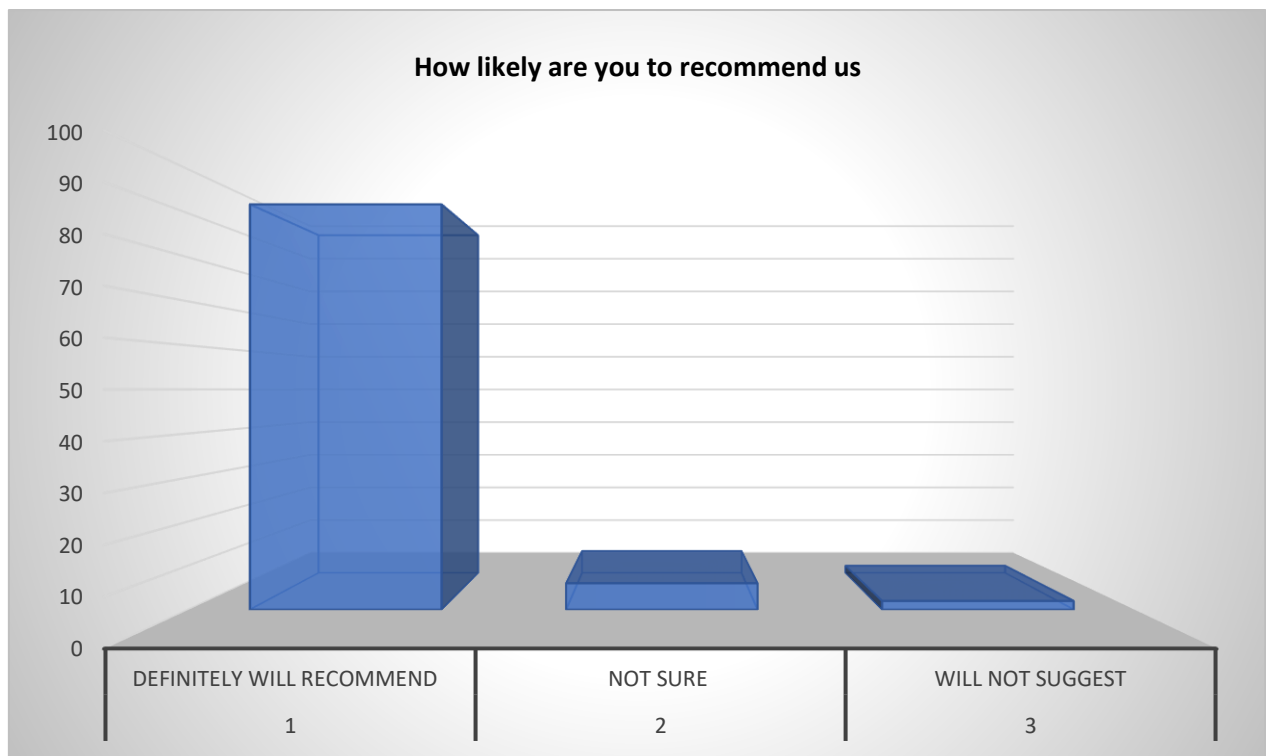


Figure 4.1.23 How likely are you to recommend us

Interpretation:

From the above table it is to be noted that 92% of the respondents have voted saying that they will definitely recommend us, for not sure we have got 6% and for will not suggest we have got 2% of the respondents.

Inference:

Majority (92%) of the respondents have voted saying that they will definitely recommend us.

Table 4.1.24 Will you work with us again:

S. No	Particulars	Respondents	Percentage
1	Yes	87	87
2	No	2	2
3	Maybe	11	11
Total		100	100

Source: Primary data



Figure 4.1.24 Will you work with us again

Interpretation:

From the above table it is to be noted that 87% of the respondents have voted saying yes, they will work with us again, 2% for no and 11% have voted for maybe.

Inference:

Majority (87%) of the respondents have voted saying yes, they will work with us again.

4.2) Statistical analysis:

Hypothesis:

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true. In the scientific method, the hypothesis is constructed before any applicable research has been done, apart from a basic background review. In statistical hypothesis testing, two hypotheses are compared. These are called the null hypothesis and the alternative hypothesis. The null hypothesis is the hypothesis that states that there is no relation between the phenomena whose relation is under investigation, or at least not of the form given by the alternative hypothesis. The alternative hypothesis, as the name suggests, is the alternative to the null hypothesis: it states that there is some kind of relation. The alternative hypothesis may take several forms, depending on the nature of the hypothesized relation; in particular, it can be two-sided (for example: there is some effect, in a yet unknown direction) or one-sided (the direction of the hypothesized relation, positive or negative, is fixed in advance).

The hypothesis framed for the project on “a study of customer satisfaction with reference to gumchak pvt ltd” are satisfied for the customers.

4.3) Chi square test:

A chi-square test (also chi-square or χ^2 test) is a statistical hypothesis test that is valid to perform when the test statistic is chi-squared distributed under null hypothesis, specifically Pearson's chi-squared test and variants thereof.

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.

4.4) Null hypothesis:

- A hypothesis, in general, is an assumption that is yet to be proved with sufficient pieces of evidence. A null hypothesis thus is the hypothesis a researcher is trying to disprove.
- A null hypothesis is a hypothesis capable of being objectively verified, tested, and even rejected.
- If a study is to compare method A with method B about their relationship, and if the study is preceded on the assumption that both methods are equally good, then this assumption is termed as the null hypothesis.

When to reject null hypothesis?

- When the p-value of the data is less than the significant level of the test, the null hypothesis is rejected, indicating the test results are significant.
- However, if the p-value is higher than the significant value, the null hypothesis is not rejected, and the results are considered not significant.

- The level of significance is an important concept while hypothesis testing as it determines the percentage risk of rejecting the null hypothesis when H_0 might happen to be true.
- In other words, if we take the level of significance at 5%, it means that the researcher is willing to take as much as a 5 percent risk of rejecting the null hypothesis when it (H_0) happens to be true.

Importance:

The null hypothesis allows the acceptance of correct existing theories and the consistency of multiple experiments.

4.5) Alternative hypothesis:

- An alternative hypothesis is usually used to state that a new theory is preferable to the old one (null hypothesis).
- This hypothesis can be simply termed as an alternative to the null hypothesis.
- The alternative hypothesis is the hypothesis that is to be proved that indicates that the results of a study are significant and that the sample observation is not results just from chance but from some non-random cause.
- If a study is to compare method A with method B about their relationship and we assume that the method A is superior or the method B is inferior, then such a statement is termed as an alternative hypothesis.
- Alternative hypotheses should be clearly stated, considering the nature of the research problem.

Importance:

Alternative hypothesis is important as it establishes a relationship between two variables, resulting in new improved theories.

4.6) Hypothesis of the study:

H1: There is a significant relationship between the quality of the video and the price of the video.

4.7) hypothesis Output:

Q1: On your negotiation where we able to come down the lane

Q2: how satisfied are you with the overall quality of the video?

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
18)On your negotiation where we able to come down the lane * 7)How Satisfied are you with the overall quality of the video	100	100.0%	0	0.0%	100	100.0%

18)On your negotiation where we able to come down the lane * 7)How Satisfied are you with the overall quality of the video Crosstabulation

Count

		7)How Satisfied are you with the overall quality of the video					Total
		Dissatisfied	Neutral	Satisfied	Very dissatisfied	Very satisfied	
18)On your negotiation where we able to come down the lane	No	2	1	3	1	4	11
	yes	0	12	42	0	35	89
Total		2	13	45	1	39	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25.303 ^a	4	<.001
Likelihood Ratio	14.415	4	.006
N of Valid Cases	100		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .11.

Directional Measures

			Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Nominal by Nominal	Lambda	Symmetric	.061	.045	1.275	.202
		18)On your negotiation where we able to come down the lane Dependent	.273	.134	1.759	.079
		7)How Satisfied are you with the overall quality of the video Dependent	.018	.048	.378	.705
	Goodman and Kruskal tau	18)On your negotiation where we able to come down the lane Dependent	.253	.069		<.001 ^c
		7)How Satisfied are you with the overall quality of the video Dependent	.013	.013		.270 ^c
	Uncertainty Coefficient	Symmetric	.099	.049	1.854	.006 ^d
		18)On your negotiation where we able to come down the lane Dependent	.208	.107	1.854	.006 ^d
		7)How Satisfied are you with the overall quality of the video Dependent	.065	.032	1.854	.006 ^d

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on chi-square approximation

d. Likelihood ratio chi-square probability.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.503	<.001
	Cramer's V	.503	<.001
	Contingency Coefficient	.449	<.001
N of Valid Cases		100	

4.7) Hypothesis Result:

- The hypothesis is framed for customer satisfaction.
- The value I've got in the chi square test is 0.254 which means it's an alternative hypothesis.
- As per the value we have got in chi square test there is a significant relationship between the quality of the video and the price of the product. The people are considering both the price as well as quality before they choose this company's videos.

CHAPTER 5

FINDINGS AND SUGGESTIONS

5.1) Findings:

- Majority (**60%**) of the respondents are **male** and the remaining **35%** of the respondents belongs to **female** and the rest **5%** have opted for prefer not to say.
- Majority (**37%**) of the respondents are between the age of **38-48**, the next highest is **26%** and they belong to **28-38** after that comes **23%** and the respondents lie in the age **18-28**, **12%** belongs to **48-58** and the remaining **1%** of the respondents lie in the age of **58 and above** and **below 18**.
- Majority (**50%**) of respondents have liked the **production stage**, the next highest is **28%** and that is for **pre-production stage** and the remaining **22%** belongs to the **post-production stage**.
- Majority (**45%**) are **satisfied** with the overall **quality** of the video, the next highest is **39%** and that is **very much satisfied** and **13%** of the respondent have opted for **neutral** and the remaining **2%** have opted for **dissatisfied** and **1%** for **very much dissatisfied**.
- Majority (**59%**) have responded for the **rating 5 for easy access of video content**, and the next highest is for the **rating 4** and its percentage is **32%**, for the **rating of 3** we have got **6%** of the response, **2%** for the **rating 2** and **1%** for the **rating 1**.
- Majority (**87%**) of the respondents have opted for **yes**, they are satisfied with the **variety of video contents** available at Gumchak, next highest is **10%** of the respondents have opted for **maybe** and the remaining **3%** have opted for **no**.
- Majority (**97%**) have opted for **yes**; the video is **accessible** in all formats and the remaining **3%** have opted for **no**.
- Majority (**50%**) of the respondents have responded saying the **staffs were very supportive**, next highest is **32%** for **supportive**, **17%** of the respondents for **neutral** and the remaining **1%** for **not happy with them**.
- Majority (**47%**) of the respondents have voted for the **rating 4** next highest is for the **rating of 5** and it has got **39%** of the response, for the **rating of 3** we

have got **11%** of the response, for the **rating of 2** we have got **2%** and the remaining **1%** is for **1**.

- Majority (**77%**) respondents have opted for yes, it was **easy for them to work with our team** and the next highest is **22%** for **neutral** and the remaining **1%** for **no**.
- Majority (**63%**) have responded for the option **satisfied** from the response from our team and the next highest is **44%** for **neutral** and the remaining **1%** of the response for **not happy**.
- Majority (**71%**) of the respondents are saying that **yes, very happy** for the price they have invested in, the next highest is **28%** for the response option of **neutral** and the remaining **1%** for not **happy**.
- Majority (**68%**) of the respondents have opted for yes, we are **justifying for the price**, next highest response we have got is for **neutral** and it has got **30%** of the response and the remaining **1%** each for **maybe** and **competitors pricing is better**.
- Majority (**77%**) of the responses are very much **satisfied for the price we have charged them**, next highest response we have got for is for **satisfied** with a percentage of **17%** and the next highest is for **neutral** and it has got **4%** of the response and the remaining **1%** each is for **not happy** and **charged way too much**.
- Majority (**89%**) of the respondents have opted for yes, **we are negotiable** and the remaining **11%** of the response for **no**.
- Majority (**87%**) of the people have responded saying that the **service hour was convenient**, the next highest is for **maybe** with a percentage of **8%** and the remaining **5%** for **no**.
- Majority (**52%**) have said that the **location was convenient**, next highest is for **neutral** with a percentage of **45%** and the remaining **3%** for **maybe**.
- Majority (**68%**) of the respondents have said that the **parking was convenient** and the remaining have responded for **neutral** which has got **32%** of the response.
- Majority (**72%**) of the respondents have responded for **yes, very happy with the amenities provided** and the remaining **28%** of the response for **maybe**.

- Majority (**86%**) of the respondents have opted that it was **easy for them to use our website**, next highest is for no and that has got **9%** of the **response** and the remaining **5%** of the response for **maybe**.
- Majority (**39%**) respondents have opted for the option **others**, the next highest is for **Instagram** and that has got **36%** of the response after that comes **Facebook** with **17%** and remaining **8%** for **advertisements**.
- Majority (**53%**) have responded for the **degree 4**, next highest is for the **degree 5** and that has got **37%** of the response, for the **degree of 3** we have got **7%** of the response, for the **degree of 2** we have got **2%** of the response and the remaining **1%** for the **degree 1**.
- Majority (**92%**) of the respondents have voted saying that they **will definitely recommend us**, the next highest is **14%** of the response for **not sure** and the remaining **2%** for **will not suggest**.
- Majority (**87%**) of the respondents have voted saying yes, they **will work with us again**, next highest is for **maybe** and that has got **11%** of the response and the remaining **2%** have responded for **no**.

5.2) Suggestions:

- ❖ Majority of the respondents are happy with the video contents available at gumchak which is why many peoples are coming to us.
- ❖ 30% of the respondents have voted for neutral for the price compared with that of the competitors. So, for that we have to compare our price with the competitors and will have to find where we can increase and decrease so that we will be able to get even more clients.
- ❖ Since these types of company are new, we will have to do a lot of campaign so that people get to know us and the company more.
- ❖ We will have to target more of the youngsters for content creation as we have got a smaller number of youngsters as our respondents.
- ❖ From the findings many have said that they liked the production stage and that alone has got a percentage of 50% and the remaining 28% and 22% for pre-production and post-production stage. We'll have to find out where we are losing out in the pre and post production as there is a big gap.
- ❖ Majority of them said that they have heard about gumchak through friends and families. We will have to add more campaigns in social media sites as that's the place where we can find a greater number of people.
- ❖ Almost half have responded for neutral for parking. We will have to find out what the issue is.
- ❖ We have got 14% of the response for not sure to recommend us. We will have to find out what made them choose like that as 14% is quite a number.

CHAPTER 6

CONCLUSION

A video production is now one of the most important aspects to promote a business, as many people are getting to know gumchak we will have to keep improving our service and be the best in our field as technologies and time keeps changing. With respect of the above study and findings thereby, the company has definitely entrenched into the people.

Although many researches have been conducted in the customer service field, still more studies banks must continue to conduct in order to meet the changes in the video production industry. New technologies must be incorporated as a factor to measure service quality in future researches.

A clearer understanding as to the sequence of relationship between service quality, customer satisfaction and customer loyalty can help to ensure better targeting of customer using limited marketing resources.

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APPENDIX (questionnaire)

1) Name _____

2) Email _____

3) Gender

- a) male
- b) female
- c) Prefer not to say

4) Phone number _____

5) Age of the Respondent

- a) Below 18
- b) 18-28
- c) 28-38
- d) 38-48
- e) 48-58
- f) 58 and above

6) Which part of the production you liked?

- a) Production stage
- b) Pre- production stage
- c) Post-production stage

Question 7-10 are related to video and its quality

7) How Satisfied are you with the overall quality of the video?

- a) Very much satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Very much dissatisfied

8) On the rating of 5 how easy was it to access our video content (1 being highly dissatisfied to 5 being highly satisfied)

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

- d) 4
- e) 5

9) Are you satisfied with the variety of video contents at gumchak?

- a) Yes
- b) No
- c) Maybe

10) Was the video provided by us accessible to you in all the format (if no please let us know in person how do you want us to share the video)

- a) Yes
- b) No

Question 11-14 are related to service/team

11) During the shoot how supportive were our staffs

- a) Very supportive
- b) Supportive
- c) Neutral
- d) Not happy with them

12) On the rating of 5 where you happy with the ideas got from our team (5 being the highest to 1 being the lowest)

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5

13) Was it easy for you to work with our team?

- a) Yes
- b) Neutral
- c) No

14) Where your doubts and quires resolved by us when you addressed it to us

- a) satisfied from the response
- b) Neutral
- c) Not happy

Question 15-18 are related to price

- 15) Where we justifying for the price, you have invested?
- a) Yes, very happy
 - b) Neutral
 - c) Not happy
- 16) With our price and competitors' price are we justifying for the money you have invested
- a) Yes
 - b) Neutral
 - c) Maybe
 - d) No competitors' pricing is better
- 17) How satisfied are you with the price we have charged you (do u think we have charged you too much?)
- a) Very much satisfied
 - b) Satisfied
 - c) Neutral
 - d) Not happy
 - e) Charged way too much
- 18) On your negotiation where we able to come down the lane
- a) Yes
 - b) No

Question 19-22 are related to conveniences

- 19) Was the service hour convenient?
- a) Yes
 - b) No
 - c) Maybe
- 20) Was our location convenient?
- a) Yes
 - b) Neutral
 - c) Maybe
 - d) No
- 21) How was the parking convenience?
- a) Easy

- b) Neutral
- c) Difficult to find a place

22) Are you satisfied with the amenities provided to you at your time of visit?

- a) Yes, very happy
- b) Maybe
- c) Not happy

General questions:

23) Was it easy to use our website?

- a) Yes
- b) No
- c) Maybe

24) Where did you hear about us?

- a) Instagram
- b) Facebook
- c) Advertisements
- d) Others

25) To what degree would you rate your overall satisfaction at gumchak

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5

26) How likely are you to recommend us?

- a) definitely will recommend
- b) Not sure
- c) Will not suggest

27) Will you work with us again?

- a) Yes
- b) No
- c) Maybe

28) Any suggestions or feedbacks _____

Thank you