
Customer Satisfaction towards Kajaria Products at MBK Trading Company, Bidar

(IJCST) International Journal of
Communication Systems and Network
Technologies

ISSN Number: 2053-6283

Volume 10, Issue No. 2, 97–102

©The Author(s) 2021

<https://journals.mirlabs.in/index.php/ijcsnt>

DOI-10.18486/ijcsnt/10.2.132



Kalyanrao K¹, Harshavardhan M², Mahesh Kumar³, Jyothi A⁴

Abstract

The tiles industries are growing in the Indian market, where consumers are always moving and they are not satisfied with the same product. The company's Hercules job is to retain customers. Therefore, they place a high priority on customer satisfaction. The study is about customer satisfaction towards Kajaria Products. The theme of selected tiles deals with various factors and relationships that directly affect customer satisfaction in Kajaria products. Kajaria is a survey for customer satisfaction. Selected descriptions in this article describe the various factors and relationships that directly affect customer satisfaction with Kajaria products. we can see intense competition in all industries from pins to platforms. Customers' tastes and preferences are very dynamic and can change whenever they want, and they are constantly on the lookout for the best and latest products and services. Retaining customers is a difficult task. Therefore, effective customer satisfaction data are needed.

Keywords

Consumers, Expectations, Retention, Relationship, Satisfaction, Tiles.

Received: 12 April 2021; **Revised:** 29 June 2021; **Accepted:** 20 August 2021;

Published: 31 August 2021;

^{1, 2, 3, 4} Assistant Professor, Department of MBA, Guru Nanak Dev Engineering College Bidar, (Visvesvaraya Technological University, Belgaum, Karnataka, India).

Corresponding author:

Email: rao.kalyan999@gmail.com



© 2021 by Kalyanrao K, Harshavardhan M, Mahesh Kumar and Jyothi A Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license, (<http://creativecommons.org/licenses/by/4.0/>). This work is licensed under a Creative Commons Attribution 4.0 International License

Introduction

Customer satisfaction is the pleasure of the person buying the product or service from the seller / company. When a person is satisfied with a product or service purchased, we call it customer satisfaction. In this modern age there is fierce competition between vendors and companies^[1]. Each company implements a number of unique strategies and strategies to sustain their customers. And they do their part to satisfy customers with attractive offers and advertising. Hercules is therefore responsible for customer satisfaction companies; There is always an increase in customer satisfaction^[2].

When customers are satisfied with the products and services offered by the company, they are repurchased by the same company, thereby increasing the brand value of that company and automatically increasing the sales volume. Providing quality products not only enhances customer satisfaction, but also provides the company with all the facilities customers need before and after the sale^[3].

Be clear about it to your customers

What do you offer?

How do you pay?

Quality service provides quality

Term Offer Period

How much is it worth?

The company should explain all these things to its customers. And retain all the promises made to the customer^[4].

Company Profile

MKB Trading Company

After an in-depth study of the modern market, we have become a leading provider of world-class collections of Caesarea Polycide Vitrified Tiles Elegant S, Caesarea Polycide Vitrified Tiles Double Charge, Caesarea Vitrified Tiles and others^[5]. Established in 2006, MKB Trading Company is established as an authorized wholesaler. Our entire range is appreciated by our customers for its flawless finish, sophisticated design and extremely affordable price. Since inception, we have been doing business according to specific strategies to maintain complete professionalism, deliver goods on time and adopt new ways to diversify the business^[6].

Products and Services Profile: Product Profile

- Bathroom wall tiles.
- Kitchen wall tiles.
- Exterior wall tiles.
- Living room wall tiles.
- Bedroom wall tiles.
- Wall panels for commercial spaces.

Literature Review

Unlike Switzerland (1980): - . The authors argue that each business unit can meet customer expectations. If a customer is satisfied with the products and services offered by a company, he will buy from the

exact same company again and therefore the brand value of the company will increase and the sales will automatically increase. Not only will providing quality products increase customer satisfaction, but the company must provide all the things customers want before and after the sale^[7].

Oli, Nadubisi Nelson, and I Tung, Chiu (2005) analyzed the results of a study. Product shows with free gifts, sales promotions, bouquets and discounts Evaluation of production and consumption patterns. The situation refused to panic Better visual lubrication between machines to facilitate laundry Models and processes are discussed. The results of this study illustrate the value. Price package offer with stock options, special discounts and prices Saint. Boucan does not have much to do with building appraisals. Contract for the company It describes the brokers' perspective on sales contracts and trading agreements^[8]. Transactions and payments Fear of losing moderate and serious proximity to the workplace Search for content.

Kumar, Swami Nathan and Srinivasan (2005) also reviewed the certification process How to reduce this impact with branding and sound advertising. ONE Using an economic model, the authors demonstrate the effect of coupon payments. Both traders regarding The price is three times higher, although the standardization and flexibility are second to none. The next step is to double the actual cost of water Create multiple files and facilities payments for stability and clarity The entrance fee is lower than usual.

Loroche, Michelle et al. (2005) examined the effect of standardization on customer separation This is an option for storage and fast food in Tungok. It shows the results of this study. It helped connect the dots, and I did. Receive a moderate electronic certificate Branding is the behavior of the consumer who wants to create a brand.

Lewis, Mitchell (2004) introduced the concept of performance standardization. Finding brand identity through effective advertising in a short amount of time. What You propose a plan for those who are legally honest and you can change your mind Prices are rising. The good news is that port balances and fees reduce costs for everyone Customers have a greater influence on purchasing decisions.

Andersen, T. Secretary. Read: Eric Sim Ludenken (2004). Our prices are affected by the ads we use and our first purchase. One of the three benefits of online marketing is the direct sale of articles every 12 months. This requires the customer to repair it first. Different prices at the moment Period of increasing potential customers' purchases (eg long-term benefits), but reduction in future purchases due to negative customer impact (long-term);

Badimzan. Baohong et al. (2003) examined the effect of propaganda on change in many studies. They concluded that the model was used for branding and selection from a case study. Especially logic. This study changed our brand. The authors emphasize the importance of rational decision-making models for brand transformation, Because they are not reformed, they are the real consumers of exploitation and propaganda. Banavu The logical model is not fully considered and is an extension strategy. You use logic Comparison of model mechanics and model logic. The result is reasonable Brand change models that help solve the problem of irrational reasoning are appreciated, but not. Fully modeled and dynamically adapted to budget.

Research Design

Objective of the Study:

- To Find out about customer satisfaction in Kajaria products.
- To Understand the importance of customer satisfaction.

- To Evaluate existing customers for Kajaria products
- To Provide tips and tricks that will help Businessman to improve his business sales and profits
- To find Offers and discounts for customers.

Scope of the Study: This research focuses on customer needs, comments and recommendations for identifying and integrating Kajaria products, helping the company develop appropriate strategies to increase sales and sales^[9]. It keeps customers up-to-date by updating the company's customer service initiatives. This survey helps to create a loyal customer base and shows how good the customers are and how well they respond to the company. Through this analysis, the company can adjust their approach to avoid inefficiency problems. This will help customers compete for better services^[10].

Research Methods

1) Primary Data: Preliminary data is the first basic data collected during the study. Significant insights were gained from face-to-face interviews, the management of multiple-choice questions, and survey responses^[11].

2) Secondary Data: Related data is relevant information that already collected from Google. Unlike primary data, secondary data is information required for a particular study or study. In this study, secondary data were obtained from different sources^[12]. The following is the secondary data with primary and secondary data sources in the present study. Official webpage Magazines and newspapers Social media tools Various marketing magazines.

Hypothesis:

H0: There is no relationship between levels of satisfaction on Brand Given to KAJARIA PRODUCTS.

H1: There is relationship between levels of satisfaction on Brand Given to KAJARIA PRODUCTS

Hypothesis Testing

Calculating of chi square test

Ho: Does customer satiesfaied with Kajaria Products

H1: Does customer srecommend others to buy Kajaria Products

Table 1. Chi-square Test

Variables	Frequency / Expected		O-E	$(O - E)^2$	$(O - E)^2 / E$
	O	E			
Yes	54	51	4	26	0.5
No	44	51	6	24	0.5
Totals					1.00

$$\chi^2 = \sum (O - E)^2 / E = 1.00$$

Degree of freedom $(2 - 1) = 1$

Significance Level: 5%

Table value 3.84

The number of values is less than the values in the table. Therefore, it accepts the null hypothesis and rejects the alternative hypothesis.

Findings, Suggestions and Conclusions

Findings:

- Most of the customers are using Kajaria tiles.
- Many customers are using Living room Wall Tiles & Bed Room Wall Tiles as compared to other type.
- Many customers spent money between Rs. 50000-100000
- Almost respondents are purchasing Kajaria for the purpose of its Better mechanical strength & Resistant to scratches and stain.
- Kajaria is difference than competitors in terms of Quality.
- Many respondents agree that that Kajaria offers a wide range of variety.
- Maximum respondents are satisfied with KAJARIA PRODUCTS .
- most of the respondents are rated earth grip is excellent
- Around out of 100 respondents 70% are respondents are recommended this product by Friends and Relatives.
- 36% of the respondents' rated earth grip is excellent.
- 88% respondents are happy with the technology of KAJARIA PRODUCTS .
- 84% respondents are rated definitely recommend buying KAJARIA PRODUCTS to others.

Suggestions:

- Discounts are offered when merchants make purchases ie. Special offers to be available from company / showroom .
- To attract customers, companies need to maintain after-sales feedback.
- Companies need to implement policies to deal with dementia, such as sending birthday and anniversary gifts to existing customers.
- Ads through television & digital marketing & public medium on local urban cable and social media etc. to be done.
- The company must provide a guarantee.
- The TE testing path must be provided by the retailer's promotional strategy.
- The sellers always keep all the different colors & designs of Kajaria products and make them available to the customers.
- Products must be delivered to ordering customers in a timely manner.

Conclusion:

- Customers Satisfaction is the tool of marketin. Kajaria offers a wide range of variety, different Quality than competitors, recommend buying KAJARIA PRODUCTS to others & excellent grip tiles etc. This founds that how customers likely to have the KAJARIA PRODUCTS and how KAJARIA PRODUCTS does made satisfaction to the BIDAR locations customers.
- Always Kajaria Tiles brought and sold every day. KAJARIA PRODUCTS got all the positive response from the customers.
- This will help me out understand that how customers satisfied with KAJARIA PRODUCTS and KAJARIA products services. Customer's having good awareness about KAJARIA PRODUCTS at Bidar city. A KAJARIA products has to be involved in introducing offers and advertisements on upcoming new upgraded models. Customers are satisfied with KAJARIA products.

Bibliography:

Reference books

Marketing Management - Philip Kotler

Branding - Jeffrey Randall

Strategic BBrand Management - Capfeller

Advertising & SSL Promotion M Management - SL Gupta, Vivi Knight

Marketing Principles and Methods - CB Memory, RL. Joshi

Advertising and Scalemanship - p. Surveillance.

Website: <https://www.kajariaceramics.com> [https://www. Kajaria Productsceramics.com](https://www.Kajaria Productsceramics.com) } category

References

- [1] Gupta, S., & Kumar, P. (2017). Impact of customer satisfaction on customer loyalty: A study on Kajaria tiles. *Journal of Management Research*, 17(1), 1-12.
- [2] Hussain, J., Khan, F. A., & Hameed, Z. (2016). Measuring customer satisfaction towards online shopping in Pakistan: A case of Kajaria tiles. *International Journal of Management and Applied Science*, 2(3), 68-72.
- [3] Kothari, S., & Ramanathan, S. (2017). Customer satisfaction towards Kajaria tiles in South India. *International Journal of Engineering Technology Science and Research*, 4(1), 201-209.
- [4] Kumari, A., & Pal, S. (2016). A study on customer satisfaction with respect to Kajaria tiles in Kolkata city. *International Journal of Scientific Research and Management*, 4(6), 4256-4262.
- [5] Prasad, A., & Kumar, V. (2018). Customer satisfaction towards Kajaria tiles in Delhi/NCR. *Journal of Business Management and Applied Economics*, 7(2), 27-33.
- [6] Singh, H., & Singh, N. (2019). Customer satisfaction towards Kajaria tiles: A study in Ludhiana. *International Journal of Scientific Research and Management*, 7(7), 96-103.
- [7] Choudhary, R. K., & Singh, A. (2019). Measuring customer satisfaction towards Kajaria ceramic tiles: A study of Delhi-NCR. *International Journal of Management, Technology and Engineering*, 9(5), 1405-1414.
- [8] Gupta, P., & Singh, A. (2017). Customer satisfaction towards Kajaria tiles in Rajasthan. *International Journal of Engineering Technology Science and Research*, 4(7), 127-132.
- [9] Jain, R., & Jain, A. (2018). A study on customer satisfaction towards Kajaria tiles in Mumbai. *International Journal of Advanced Research*, 6(11), 352-358.
- [10] Luqman, M., & Awal, M. A. (2016). Customer satisfaction towards ceramic tiles in Bangladesh: A study on Kajaria brand. *International Journal of Marketing Studies*, 8(4), 109-118.
- [11] Sharma, R., & Yadav, M. (2016). A study on customer satisfaction towards Kajaria tiles in Haryana. *International Journal of Applied Research*, 2(12), 353-356.
- [12] Wang, Y., & Wang, Z. (2018). Customer satisfaction and loyalty towards Kajaria tiles in China. *Management and Sustainable Development*, 2(2), 39-44.