

**A
PROJECT REPORT
ON**

**“STUDY OF CUSTOMER SATISFACTION TOWARDS-
RELIANCE SMART POINT”**

Department of commerce



Palamuru university

**This project report submitted in partial fulfillment of the requirement for the award of the degree
of “BACHELOR OF COMMERCE”**

2022-2023

Submitted by:

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**UNDER THE ESTEEMED GUIDANCE OF
Mrs.Dr.K.MANJULA
(Lecturer of commerce)**



**Dr.BRR Government College, Jadcherla
Mahabubnagar-509001**

CERTIFICATE

DEPARTMENT OF COMMERCE

This is to certify that this project work entitled

**“Study Of Customer Satisfaction Towards -Reliance Smart Point”
JADCHERLA, INDIA**

SUBMITTED BY:

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Of Dr.BRR Govt Degree College, Jadcherla, Mahabubnagar in partial fulfilment of the requirement for the awards of the Degree of Bachelor of Commerce, Palamuru University. This project has not been submitted to any other University or Institution for the award of any UG B.Com/Certificate.


PRINCIPAL

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Dr. B.R.R. Government Degree College
JADCHERLA

CERTIFICATE

DEPARTMENT OF COMMERCE

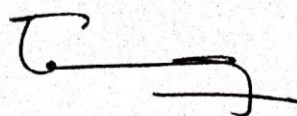
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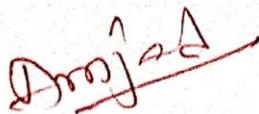
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EXTERNAL EXAMINER



INTERNAL EXAMINER

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Dr.K.MANJULA
PROJECT GUIDE

DECLARATION

We here by declare that the project work entitled on “STUDY OF CUSTOMERSATISFACTION TOWARDS -RELIANCE SMART POINT” JADCHERLA, INDIA

Submitted by our group to the Department of Commerce is a Bonafide work done by us and it is not submitted to any other University or Institution for the award of any UG B.Com/Certificate or published any time before , under the guidance of Mrs. Dr.K.MANJULA(Head of The Department)

The project embodies the result of original work and studies carried out by our group and the contents of the project do not form the basis for the award of any other degree to us.

| NAME OF THE STUDENT | HALL TICKET NUMBER |
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Our sincere thanks to Mrs.ch.Appiah chinnamma. Principal Dr.BRR.Govt Degree college, Jadcherla, Mahabubnagar for giving us the permission to carry out the project work.

Our heartfelt gratitude to HOD and proper guide Mrs.Dr.K.MANJULA madam for the kind encouragement and constant support extended for the completion of this project work.

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ABSTRACT

Our project gives brief study, on what is customer satisfaction and the techniques of achieving customer satisfaction. It also provides significance of conducting the customer satisfaction research and how and when to conduct it.

Based on the topic, This project analysis the “CUSTOMER SATISFACTION TOWARDS-RELIANCE SMART POINT”.

It gives brief report on the vision, current status about customer satisfaction. The project also speaks on how the customers interacted. It shows what strategies the reliance smart point have used for satisfying the customers.

To undertake the project we asked the questions so as to know how much the customers are satisfied after using reliance smart products.

The objective of all customer satisfaction is to provide results that are relevant reliable and valid. customer satisfaction research should be done with greatest care. Measuring customer satisfaction must be a continuously, consistent, timely, accurate and reliable process.

INTRODUCTION

RELIANCE SMART POINT is a supermarket chain that offers customers wide range of home and personal Products under one roof. The company offers its products under various categories, such as bed and bath, dairy and frozen, fruits and vegetables, crockery, toys and Games, kid's apparel, ladie's garments, apparel for men, home and personal care, Daily essentials, grocery and staples, and RELIANCE SMART POINT private label brands. It was founded in 2006. RELIANCE SMART POINT today has A well-established presence In 16700 locations across Maharashtra, Gujarat, Andhr Pradesh, Madhyapradesh, Karnataka, Telangana, Chhattisgarh, Tamil Nadu, Punjab and, Rajasthan. The Company has multiple stores in cities such as Mumbai, Ahmedabad, Bengaluru, Hyderabad, Pune, and, Visakhapatnam. The growth and development of the Reliance Smart Point stores across the country is high, this is because of customer acceptance, this can be done through customer satisfaction only. Customer satisfaction is a metric used to gauge how pleased customers are with a company's offerings in terms of goods, services, and technical ability. Information about customer satisfaction, such as surveys and ratings, can assist a business in deciding how best to enhance or improve its goods and services.



Perceived Quality:

It is the first determinant of customer satisfaction, which serves as the market's evaluation of recent consumption experience, and is expected to have a direct and positive effect on customer satisfaction.

Perceived Value:

It is the second determinant of customer satisfaction or the perceived level of product quality relative to the price paid. Perceived value is a measure of quality relative to the price paid. Although price is often very important to the customer's first purchase, it usually has a somewhat smaller impact on customer satisfaction for repeat purchases.

Customer Expectations:

It is the third determinant of customer satisfaction, which measures the customer's anticipation of the quality of a company's products or services. Expectations represent both prior to consumption experience, which includes some no experiential information like advertising and word-of-mouth, and a forecast of the company's ability to deliver quality in the future.

Customer Satisfaction:

Customer satisfaction (CSAT) is a measure of how well a company's products, services, and overall customer experience meet customer expectations. It reflects your business' health by showing how well your products or services resonate with buyers.

Customer Complaint: A consumer complaint or customer complaint is "an expression of dissatisfaction on a consumer's behalf to a responsible party". It can also be described in a

positive sense as a report from a consumer providing documentation about a problem with a product or service.

Customer Loyalty:

Customer loyalty describes an ongoing emotional relationship between you and your customer, manifesting itself by how willing a customer is to engage with and repeatedly purchase from you versus your competitors. Loyalty is the by product of a customer's positive experience with you and works to create trust.

CUSTOMER SATISFACTION

Customer Satisfaction is the buzzword used by the business people for the success of organization in the present days. Due to the increases of heavy competition in every product – Line it become difficult for the companies to retain the customers for longer time. So retain the Customer for longer time the marketer has to do only one thing i.e. customer satisfaction.

Customer Satisfaction Strategies Followed By Few Techniques :

The different strategies that are followed consists of Customer relationship management, strategy to providing better facility to the owner, and strategy to provide better after sales service to customer.

Definition of customer satisfaction:

- ❖ According to Philip kotler, “satisfaction is a person’s feelings of pressure or disappointment resulting to his or her expectation. Customer is the level of a persons felt state requesting a product performance (out come) relation of the persons expectations.
- ❖ According to Hansemark and Albisson ‘ ’ satisfaction is an overall customer attitude towards a service provider or an emotional rection to the difference between what they receive, regarding and what they receive, goal or desire.
- ❖ According Hoyer and Macinnis said that customer satisfaction can be associated with feelings of acceptance happiness, relief excitement and delight.

WHAT DOES IT TAKE TO SATISFY THE CUSTOMER?

Organizations should not assume that they know what the customer wants. Instead, it is important to understand the voice of the customer, using tools such as customer surveys, focus groups and polling. Using these tools, organizations can gain detailed insights as to what the year customers want and better tailor their services or products to meet or exceed customer expectations.



Actions that enhances the customer satisfaction

Factors that Influence Customer Satisfaction:

- ❖ Accessibility.
- ❖ Empathy.
- ❖ Language.
- ❖ Response Time.
- ❖ Convenience.
- ❖ Choices.
- ❖ Simplicity.
- ❖ Quality.

MATERIAL AND METHODS

A. STUDY AREA:

Jadcherla town is located in the south 85 KMs away from Hyderabad city and 17 KMs east of the city of Mahbubnagar. Its geographical coordinates are 16° 46' 0" North, 78 9' 0" East.



Figure : Map showing study area-RELIANCE SMART POINT (Jadcherla)

RESEARCH METHODOLOGY:

The research methodology adopted for this is given as follows:

Research design:

The research design adopted for this study is descriptive research design. The descriptive research design focuses on the accurate description of the variables present in the problem.

SAMPLING:

Sampling allows concentrating upon a relatively smaller number of people and hence, to devote more energy that the information collected from them is accurate.

Primary Data:

It is the data that is collected for the first time through personal experiences, particularly for research. It is can be called raw data or first- hand information. Here, an organized questionnaire used to gather the primary data.

Secondary Data:

It is accessible in the form of data; collected from different sources here the secondary data was collected from various websites, journals, magazines, news clippings, etc. Data regarding various research papers to support research objectives.

QUESTIONNAIRE FOLLOWED:

- Are you satisfied with the quality of products in this mart?
- Were you greeted in a friendly manner?
- Did you find the staff of the mart helpful and courteous?
- Was the customer service representative friendly and helpful?
- Please rate your overall satisfaction regarding service rendered by mart?

| | | | |
|------|------|------|-------|
| poor | fair | good | great |
|------|------|------|-------|

- How well does the mart meet your needs?
- What would you say to someone who asks about this mart?

STATISTICAL TOOLS:

Data Analysis:

The analysis of the data collected through research has been done systematically. Simple percentage, bar diagram, pie charts, tables, were used to represent variety of data that fall in to various categories. The analysis has been done systematically and accurately so to get correct and authentic results.

DATA COLLECTION METHODS:

(a) Primary sources:

Primary data was collected to carry out the research project. The respondents were met personally and a direct interview method was conducted to collect through questionnaire.

(b) Secondary sources:

The secondary sources can be classified as internal and external. The internal data collected for this is study from reports, and other Miscellaneous records. The external data is collected through books.

In order to collect the information about the satisfaction of the customers ,the questionnaire that we have used helped us a lot.we have gathered the responses of various customers. we have represented the whole date by using pie chart.

Thus the tools that we have used made us to understand whether the customers are satisfied with the service rendered in this Reliance smart point.

The primary data that we have collected is through-

- Survey/Questionnaire
- Walk through Observations
- Site Visit
- Face to face interview

Table 1:Representing the rating of overall company satisfaction

| OPTIONS | NO OF RESPONDENTS | PERCENTAGE |
|---------|-------------------|------------|
| Great | 32 | 32% |
| Good | 60 | 60% |
| Fair | 6 | 6% |
| Poor | 2 | 2% |
| Total | 100 | 100% |

Inference :

From the table it is inferred that majority of respondents (92%) are rated for overall company satisfaction.

Chart 1: chart representing that the ratio of the overall company satisfaction

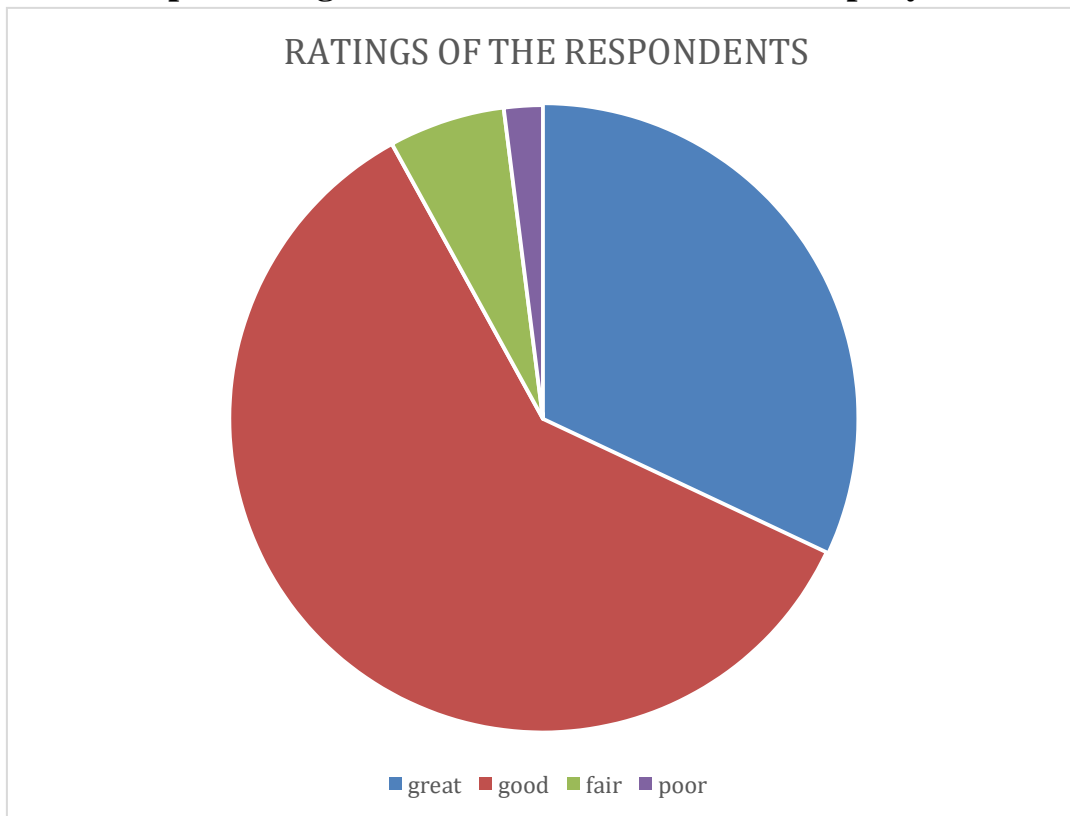


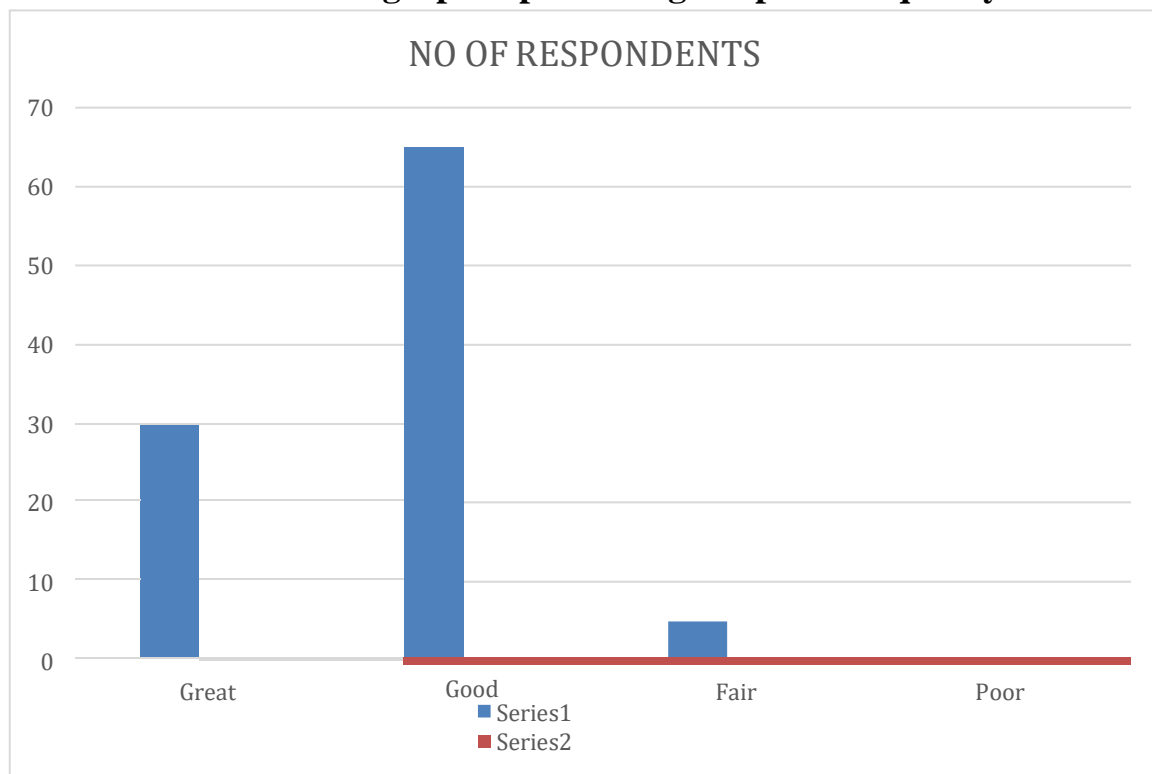
Table 2: Table representing the product quality.

| PRODUCT QUALITY | NO OF RESPONDENTS | PERCENTAGE |
|-----------------|-------------------|------------|
| Great | 30 | 30% |
| Good | 65 | 65% |
| Fair | 5 | 5% |
| Poor | 0 | 0% |
| Total | 100 | 100% |

Inference:

From the table it is inferred that majority of respondents (95%) are satisfied with the product quality.

Chart 2: Bar graph representing the product quality



ABOUT THE CUSTOMER'S EVALUATION:

“Customer satisfaction is the customer’s evaluation of a product or a service in terms of whether that the product or service has met their needs and expectations.”

Customer’s expectations are continuously increasing. Brand loyalty is a thing of past.

Customers seek the products and the procedures that are best able to satisfy their requirements. It is not enough that the product meet customer expectations like the behavior or attitude of the person. Customer satisfaction is the combination of both technical features and human behavioral aspects.

Customer satisfaction can be represented as follows:

- 1) Performance features addresses the issue on conformance to the standards and variability.
- 2) Behavior aspects deals with the following components of services:
 - ❖ Responsiveness-Readiness of employee to provide service.
 - ❖ Courtesy-Respect, friendliness of contact personnel.
 - ❖ Complete Resolution-Listening to the customers.
 - ❖ Communication-Speaking to the customers in their language.
 - ❖ Creditability-Taking ownership in resolving the complaints.

If customer experience matches customer expectations, it leads to “customer satisfaction”, if customer experience doesn’t match with customer expectations, it leads to “customer dissatisfaction”. On similar lines if it exceeds expectations leads to “customer delights”

CUSTOMER SATISFACTION RESEARCH:

This chapter entertains the general field of consumer (customer) satisfaction research in a manner expanding upon more general treatises. Whereas the field has been studied from many perspectives, the most common appearing in the areas of customer satisfaction surveys and customer satisfaction strategy, an alternative approach will be proposed. Most typically, works on customer satisfaction survey measurement take the form of “how to form scales and summarize results,” and those on customer satisfaction strategy take the form of “how to generate satisfied customers and alleviate dissatisfaction.” While these are worthy endeavors, it remains that little in-depth analysis has been performed on conceptually-base managerially actionable strategies within the satisfaction response.

Unfortunately, these early perspectives have not significantly advanced the progress of satisfaction work for some time and it wasn't until many and diverse perspectives were integrated, elaborated, and extended that others began the study of conceptual satisfaction in earnest. Here, the underlying mechanisms of how consumers construct, consciously or subconsciously, their satisfaction conclusions are explored so that a grander strategy of fostering satisfaction and diminishing dissatisfaction can emerge. This will allow new actionable strategies resulting in more diverse practical implications for practice.

SCOPE OF THE STUDY:

- ❖ To study the customer satisfaction and value.
- ❖ Having high performance of the business.
- ❖ Attracting and relating customers.
- ❖ Adding the benefits people satisfaction.
- ❖ Implementing total quantity management.

NEED FOR THE STUDY:

- ❖ Customer satisfaction should be of great concern in all organization.
- ❖ Customer satisfaction plays the key role in the growth of any organisation.
- ❖ Customer satisfaction is one way in which on organization gets establishment and gains recognition among the public.
- ❖ The study will help in finding out where the industry lacks behind and how can it improve and it also help to understand the satisfaction of customers at various levels.

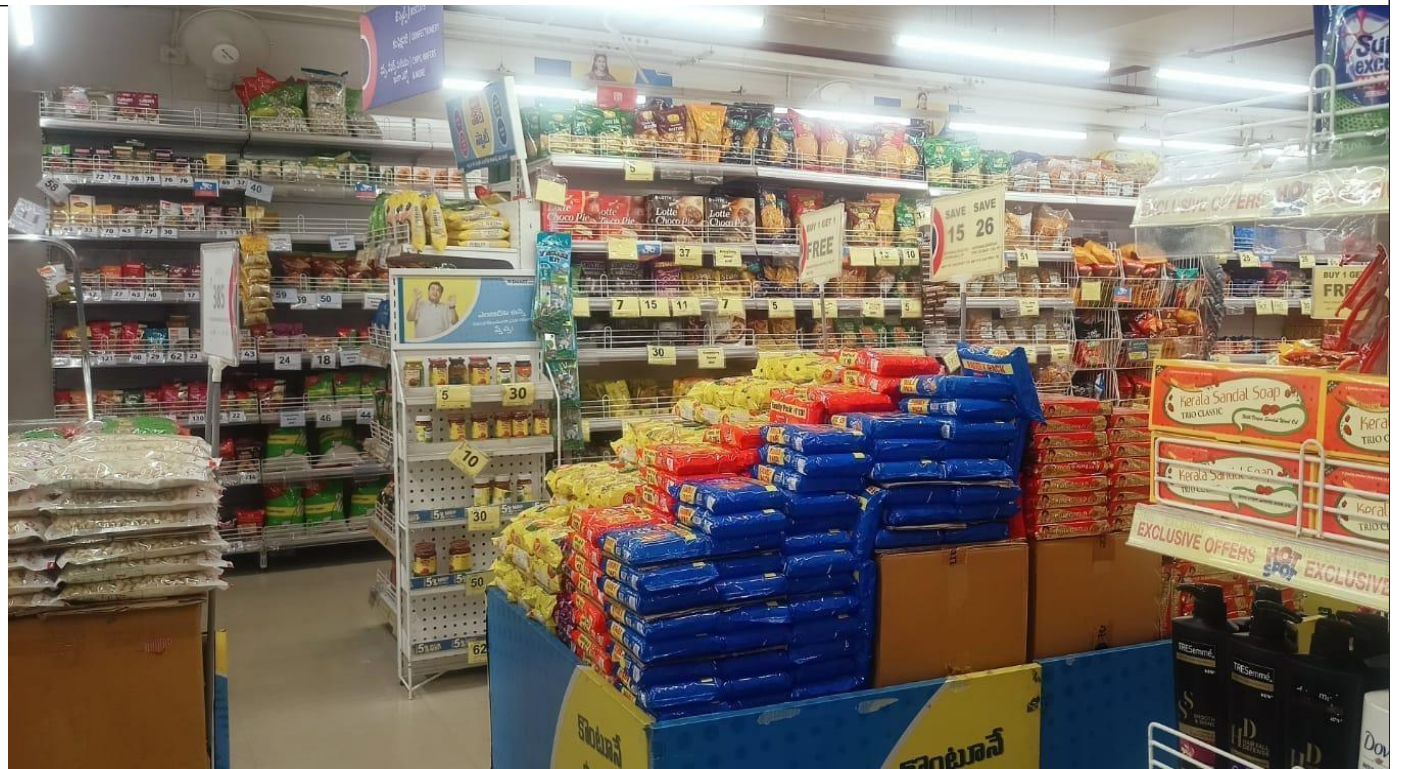
LIMITATIONS OF THE STUDY:

- ❖ The study is based on the customer's feedback, so there might be changes for ignoring some of the good and reliable customers.
- ❖ The sample size was limited to 100, hence reliability and validity of data were some extent lacking in the survey procedure.
- ❖ The opinion elicited from the research study cannot be taken as the opinion of the whole population.
- ❖ Data totally depends on the respondent's view which could be biased.

FINDINGS:

1. Customers are willing to purchase more in quantity as the reliance smart point store is offering more discounts on bulk purchases.
2. customers have been attracted to the promotional activities as well as return policies of the products in the reliance smart point Store.
3. Customers are highly satisfied with the service staff assistance while shopping at the store.
4. Customers are satisfied with the wide range of products available in the store.
5. Most of the customers are satisfied with the product quality.
6. product packaging are safety and attractive.







**INTERACTION
WITH
CUSTOMERS**





CONCLUSION:

Customer satisfaction is the main factor for customers not only for them but also for the company or firm. Therefore if the customers are satisfied with the product or services, then it helps the company to grow and achieve more, will produce many quantity with good quality. According to the survey conducted among the customers of few techniques we have come to know that customer satisfaction can be achieved if the customers are satisfied with the price reduction and extension of warranty & guarantee period of the product and services. There is excellent relationship between the company and the customers. There is proper guidance that how to use for the customers. Based on few sample respondents, Reliance Smart Point has a more customer base, definitely as a wide variety of products are available in the stores. Reliance Smart Point retail is very useful for the middle-income group segment and the customers are willing to purchase more products as the store is offering more discounts on bulk purchases. Customers have been attracted to the promotional activities as well as return policies of the store and are highly satisfied with staff assistance. It is to be concluded that the Reliance Smart Point store needs to concentrate more on providing adequate parking facilities, billing counters and Reliance Smart Point ready facility to reach out to more number of customers. Hence the only problem being price and extension of product service period is taken into account, the sales and efficiency of the output will be maximum thus customer satisfaction can be achieved.

Customers are willing to purchase more in quantity as the Reliance Smart Point store is offering more discounts on bulk purchases. They have been attracted to the promotional activities as well as return policies of the products in the Reliance Smart Point Store. And are highly satisfied with the service staff assistance while shopping at the store. They are provided with the wide range of products available in the store.

Finally, Most of the customers are satisfied with the product quality and product packaging are safety and attractive in Reliance Smart Point.