

**A STUDY ON “CUSTOMER SATISFACTION” With reference to SRI  
BHAVANI CASTINGS PVT LTD., KAKINADA.**

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**ABSTRACT**

Customer satisfaction is a measurement of how happy customers are with a company's products and services. Customer satisfaction includes a customer's perceived quality, value and expectations of a company and what it offers. Companies use this data, which they can gather through methods like surveys and focus groups, to help them determine how they can improve their products or services to gain and keep more customers. This data also can reveal major insights into how customers relate to a brand and how they will interact with it in the future. Companies in many industries focus on these metrics to ensure they're meeting their customers' needs. Customers can include anyone to whom a company provides products, services, or experiences. For example, a car dealership's customers are individual buyers and a hospital's customers are patients. Great customer satisfaction and high customer retention have a strong correlation, and customer retention powers sales and helps businesses. Although metrics like sales and shares can show important details about how well a company is performing, customer satisfaction scores are one of the most reliable indicators to reveal how a company will perform in the future.

Key words: Customer Satisfaction

***Introduction:***

Globalization has removed the boundaries of business and globe has become a global village. So now, the customer has a wide range of choices to choose and buy. In order to satisfy the global customer, extensive product line, customer centric marketing, highly focused global sales and global marketing strategies has become trend for the companies. Marketing is the process of satisfying the needs and wants of the consumers. Management of marketing activities is Marketing Management. Marketing Management focuses upon the psychological and physical factors of Marketing. The Marketing managers are responsible for influencing the level, timing, and composition of customer demand accepted definition of the term. While the psychological factors focus upon discovering the needs and wants of the consumer and the changing patterns of buying behaviour, habit etc. the physical factors focus upon fulfilling those needs and demands buy better product design, channel of distribution and other functions. In a competitive market place where businesses compete for customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

***About Foundry Industry:***

Casting is a manufacturing process in which a liquid material is usually poured into a Mold, which contains a hollow cavity of the desired shape, and then allowed to solidify. The solidified part is also known as a casting, which is ejected or broken out of the Mold to complete the process. Casting materials are usually metals or various time setting materials that cure after mixing two or more components together; examples are epoxy, concrete, plaster and clay. Casting is most often used for making complex shapes that would be otherwise difficult or uneconomical to make by other methods. Heavy equipment like machine tool beds, ships' propellers, etc. can be cast easily in the required size, rather than fabricating by joining several small pieces. Casting is a 7,000-year-old process. The oldest surviving casting is a copper frog from 3200 BC. Casting is one of the oldest manufacturing process. It is the first step in making most of the products.

***About Sri Bhavani Castings Limited:***

Sri Bhavani Castings Limited is an ISO/TS16949 9001:2008 certified company. We are the manufactures of automobile spare parts in Kakinada, India. Sri Bhavani Castings Ltd is a Public incorporated on 15 March 1983. It is classified as non-govt company and is registered at Registrar of Companies, Vijayawada. Its authorized share capital is Rs. 80,000,000 and its paid-up capital is Rs. 78,974,896. It is involved in Manufacture of parts and accessories for motor vehicles and their engines [brakes, gear boxes, axles, road wheels, suspension shock absorbers, radiators, silencers, exhaust pipes, steering wheels, steering columns and steering boxes and other parts and accessories. Sri Bhavani Castings Ltd.'s Annual General Meeting (AGM) was last held on 16 September 2021 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2021.

***Scope of the study:***

A process is a particular method of doing an activity, generally involving a series of steps or operations. The classical marketing approach involves four broad steps: market analysis, market planning, implementation, and control in SRI BHAVANI CASTINGS LIMITED., Ltd., Market analysis involves searching for opportunities in the marketplace. Market planning requires segmentation, target market choice, positioning, and the design of the marketing mix. Market implementation includes the systems and processes to go to market with the marketing program. Finally, marketing control refers to the informal and formal mechanisms that marketing managers can use to keep the marketing program on course.

***Objectives of the study:***

1. To know market position of Sri Bhavani Castings Limited., market.
2. To know the customer satisfaction for purchase Castings of different parts of Automobile shops and other Spares.
3. To study the factors which influence the consumers towards Sri Bhavani Castings Limited.,
4. To find the profile of Castings industry.

***Methodology:***

***Period of Data Used:***

In the section the researcher conducted study on Training and Development of employees. It includes period of the data used sample size, research methodology, data analysis tools.

***Sample size:***

In terms of the study's sampling unit, various level managers and executives are the focused. There researcher uses a sample size of 100 for its analysis.

***Primary data:***

The questionnaire is used to formally request this information from respondents in exchange for voluntary disclosure of relevant personal details. The questionnaire is structured and anonymous, and it comprises of multiple-choice questions.

***Secondary data:***

The Sri Bhavani castings Pvt Ltd., Kakinada. official internal secondary data were collected by the company's concerned head. External secondary data consists of data created by the institution itself, such as that included in annual reports filed with the government. Important as a whole, this data helps conceptualize and provide light on the study's fundamental questions. Even as most studies of this sort focus heavily on secondary data sources and survey research, any source of information may be applied in this examination.

**RESULTS AND DISCUSSIONS:**

**Table-1**

**RESPONDENTS' OPINION ON IF THEY WERE AWARE OF SRI BHAVANI  
CASTINGS LIMITED.,**

<b>S. No</b>	<b>PARTICULARS</b>	<b>NO. OFRESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Yes	100	100 percentage
2	No	0	0 percentage
	TOTAL	100	100 percentage

It is observed from Table-1 we can see that 100 percentage of people are aware about the Sri Bhavani Castings Limited.,.

**Table-2**

**RESPONDENTS' OPINION ON HOW DID THEY GET TO KNOW ABOUT  
THE BRAND SRI BHAVANI CASTINGS LIMITED**

<b>S.NO</b>	<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Print media	25	25 percentage

2	Television	40	40 percentage
3	Friends	15	15 percentage
4	Relatives	5	5 percentage
5	Dealers	15	15 percentage
	TOTAL	100	100 percentage

It is observed from Table-2 that 40 percentage of the respondents received the information about the brand Sri Bhavani Castings Limited., through television, 25 percentage through print media and only 5 percentage through relatives.

**Table-3**  
**RESPONDENTS' OPINION ON SRI BHAVANI CASTINGS LIMITED., BEST  
COMPANY IN A.P.**

<b>S. NO</b>	<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE OF RESPONDENTS</b>
1	Strongly agree	60	60 percentage
2	Agree	35	35 percentage
3	Disagree	5	5 percentage
4	Strongly disagree	0	0 percentage
	TOTAL	100	100 percentage

It is observed from Table-3 that 60 percentage of the respondents strongly agree that Sri Bhavani Castings Limited., is the best company, only 5 percentage disagree to this fact.

**Table-4**  
**RESPONDENTS' OPINION ON WHAT INSPIRED TO BUY THE SRI BHAVANI  
CASTINGS LIMITED., BY**

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Friends	35	35 percentage
2	Relatives	10	10 percentage
3	Neighbours	10	10 percentage
4	Advertisements	45	45 percentage
	TOTAL	100	100 percentage

It is observed from Table-4 that 45 percentage of the respondents are inspired through advertisements, 35 percentage through friends, 10 percentage through relatives and neighbours.

#### ***Findings:***

1. As the name has been changed as Sri Bhavani Castings Ltd., This new name is not known to many people in the market.
2. 100 percentage of the respondents are aware of Sri Bhavani Castings Ltd., but only 50 percentage are using it.
3. Highest number of respondents expects quality from casting company.
4. The company mostly concentrates on rural than urban market.
5. The company has highest market share in South India.
6. Customers are satisfied with Castings because of good quality of the castings

#### ***Conclusion:***

The study has reveals that customer satisfaction can be defined as an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfilment of some need, goal or desire. Customer satisfaction addressed as a strategic business development tool. Customer satisfaction does have a positive effect on an organization's profitability, satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth. Satisfied customers are most likely to

share their experiences with other people to the order of perhaps five or six people. Equally well, dissatisfied customers are more likely to tell another ten people of their unfortunate experience. It is important to realize that many customers will not complain and this will differ from one industry sector to another. In other words, we often are not aware of the extent of satisfaction / dissatisfaction as long as we do not ask. Customer satisfaction research must do with greatest care. Measuring customer satisfaction must be a continuously, consistent, timely, accurate and reliable process.

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