

## CONTENTS

SNO	Chapter	Author's Name	
1	Policy Entrepreneurship and Policy Change	Dayanand.D, Prof. Gulla Keerthi.	2
2	Small and Medium Enterprises	Deeksha K. & Anubha Mondal, Prof. Nagarathna M	10
3	Green Economics	Dhanush Kumar & Ahalya. V, Prof. Vanitha. T	16
4	Planning and Budgeting	Janani Judiya Y, Prof. Gulla Keerthi	23
5	Customer Satisfaction	Mahesh K Prof. Sonia Ashok	30
6	A Study on Managing Consumer Satisfaction	Pradeep Kumar D Vinutha C Prof. Ramandeep Kaur	38
7	Sales Concept And Sales Success	Rahul V, Prof. Gulla Keerthi	43
8	Logics of the Market	Divishya.C & Lorence Mary. A Prof Druva Kumar	48
9	Risk Management	Punith. P, Sharan. V. Prof. Dhanujakshi	55
10	Youth Entrepreneurship: The Role and Implications for the Indian Economy	Mr Karthik	70
11	Entrepreneurship as Ethnic Minority Liberation	Ms. Selciya	88
12	Importance Of International Entrepreneurship	Prof. Johnson Pereira, Prof. Lavin A Bhawnani	102
13	A Study of Social Entrepreneurship in India - Opportunities and Challenges	Dr.R. Sangeetha, Dr Umesh. U	118
14	Consumer Market In India	Shreya & Namratha, Prof Mohana C	127

## A STUDY ON MANAGING CONSUMER SATISFACTION

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### ABSTRACT

Customer satisfaction has long been considered a standard measure of business performance alongside other measures such as financials and market share including customer feedback into performance measurement provides a much more complete picture of the health of the business. Consumer satisfaction is the topic emphasized throughout the book. Consumer satisfaction is the consumer's feel that the product has met or exceeded expectations. Expectations are often the outcome of communication, particularly publicity. In the face of increasing competition in the form of products, organizations, and distribution outlets, customer satisfaction has become a viable strategy to maintaining market share against the competition. Satisfying the customers is an essential element to staying in business in this modern world of global competition. In market research to determine specific prospects and so crafting marketing strategy to meet or exceed those expectations is a great contributor to success for Organization.

**Key words :** Customer Satisfaction, Expectations, Organization, Business, Competition.

### INTRODUCTION

Consumer is the center of all business actions. As a matter of fact, job is basically intended for satisfaction of consumer needs. The customer is the main focus of any organization, and it should be treated with respect. The purpose of this paper is to discuss the importance of customer satisfaction in order to achieve success in the marketplace. Customer satisfaction is defined as the degree of satisfied customers by which they are willing to pay more for goods and services provided by an organization.

Customer satisfaction helps your business achieve business success and a competitive edge over competitors. Satisfied customers are loyal customers and often provide repeat business, referrals and word-of-mouth advertising. Higher satisfaction levels increase customer loyalty, reduce churn and the cost of acquiring new customers. Gain sight's customer success management solution gathers information from multiple sources online to create a holistic view of customer's usage and their expectations about the product. Competitors that are prospering in the new global economy recognize that measuring customer satisfaction is key. Only by doing so can they hold on to the customers they have and understand how to better attract new customers. Successful competitors recognize that customer satisfaction is a critical strategic weapon that can bring increased market share and increased profits.

### LITERATURE REVIEW

Satisfaction is the customer's fulfillment response. It is a judgmental that a product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfillment (Oliver, 1981). According to Gustafsson (2005) customer satisfaction is defined as a customer's overall evaluation of the performance of an offering to date. Hayes (2008) defined the terms of customer satisfaction and perceptions of quality are labels we use to summarize a set of observable actions related to the product or service. Another author Hunt (1977) defines customer satisfaction as a process of evaluation rendered that the experience was at least as good as it was supposed to be. More precisely, consumer satisfaction definitions have either emphasized an evaluation process (e.g., Hunt, 1977; Oliver, 1981; Fornell, 1992) or a response to an evaluation process (e.g., Howard & Sheth, 1969; Oliver, 1981, 1997; Westbrook & Reilly, 1983; Tse & Wilton, 1988; Halstead, Hartman & Schmidt, 1994).

### OBJECTIVES OF THE STUDY

- Understanding the expectations and requirements of your customers.
- To explore the component of Consumer satisfaction

## KEY STRATEGIES

### 1.1 Understanding the expectations and requirements of your customers.

Customer expectations may also vary from one industry to another, reflecting industry reputations and past experience. In many countries, people have lower expectations of government service providers than they do of private companies. Expectations may even vary within different demographic groups (e.g., between men and women, older and younger consumers, or blue- versus white-collar workers). To make things more complicated, expectations also differ from country to country.

We think that providing assistance to our clients is central to our prosperity. We intend to answer to the expectations of all of our clients by adjusting our job appropriately and reasonably. Finally, our goal is to surpass those expectations by upholding robust relationships, performing in a timely manner and applying our individual business judgement to move the aims of our clients consistent with the highest standards of our industry. This pursuit of quality is both the internal and external worth motivating our organization. We seek for the highest criteria in order to achieve extraordinary outcomes. For our team, goals are made, assessed and honored on an on-going basis. First and foremost, nevertheless, quality outcomes are required for our investors to whom we are committed to attaining attractive returns on a logical basis.

### 1.2 To explore the component of Consumer satisfaction

Simple customer satisfaction is one of the underpinnings of the exceptional relationship we call true customer loyalty. And, fortunately, customer satisfaction is based on four predictable factors.

Customers are satisfied whenever they consistently receive:

#### a. A perfect product:

Customers want defect-free products and services. You need to design your product or service so that it can be expected to function perfectly within foreseeable boundaries.

#### b. Delivered by a caring, friendly person:

Your perfect product now requires caring, friendly people to deliver it.

#### c. In a timely fashion:

In our world of iPhones and IM, your customers get to decide what is and isn't an appropriate timeline. A perfect product delivered late by friendly, caring people is the equivalent of a defective one. Customer experiences guide their expectations, so on-time delivery standards continue to get tougher all the time. What your customer today thinks of as on-time delivery is not only stricter than what her parents would have tolerated, it's stricter than what even her older sister would have tolerated.

#### d. The support of an effective problem resolution process:

Service breakdowns and other problems experienced by customers are crucial emotional moments in a business relationship. Therefore, solving these problems will have an outsized impact on your business success. That's why you need an effective problem resolution process.

## FINDINGS

In consumer satisfaction research, it's much more popular and fruitful to study consumer's cognitive processes such as confirmations or disconfirmations of expectations than to examine consumer's socioeconomic characteristics. Also support for relationships between consumer satisfaction and consumer characteristics seems to be weak. But this should not be an obstacle in research efforts toward consumers' characteristics, since consumers are firms' final target and source of revenue and consumers' characteristics and their relationships with consumers' purchasing behaviors are clearly important to firms as well as to marketing theory.

## SUGGESTIONS

- Give Customer hope.
- Actively listening for feelings.
- Ask "What Other questions do you have."
- Know your stuff.
- Never tell the Customer No.

- Invite the customer to return.
- Show consumer they are matter.

### CONCLUSION

The preceding mind review gives descriptions from previous literatures on customer satisfaction with its related variables and dimensions. This is very important to every organization to achieve their target and make sure the survival in the industry. Therefore, the researcher carrying out this mind map to overcome those issues regarding the customer satisfaction. In every organization they has different types of need and want, but they expect to satisfy it's through their goods and services. Hence they have the responsibility to identify the tools that are impact on customer satisfaction especially in their organization's products and services.

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## SALES CONCEPT AND SALES SUCCESS

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### ABSTRACT

In this study the Sales concept, the effect of Selling and focusing and analyzing the sales transaction in the sales concept, the sales concept of sales manager can be changed marketing from the beginning the century flavored the varieties of many bearing and ambiguous. or concept of sales concepts. Sales success- In This sales concept the moment of our customers Achieve the desired outcome of the company sales success, we define sales as success the level of achievement of Sales school and the organization sales project or a task and the numerical , validity result of sales people of sales access . While the terms marketing concept and selling concept are often used to describe the processes of sales and marketing, there is seldom a clear felling of what they mean or how they have changed over the years. More significantly, there is a general mix- up among the public that these two ideas apply only to the advertising and direct selling techniques we see and hear every day. In reality, consumer advertising and direct selling represents only a small percentage of what is encompassed in the marketing and selling concepts. In discussing these two important ideas, this paper will be particularly interested in addressing how the marketing and sales concepts apply in the business-to-business (industrial) setting. In evaluating industrial marketing and sales, this paper will argue that there inevitably will be a need to eliminate the separate concepts and mingle them into one cohesive idea, or more directly that separate concepts will cease to exist.