



## A STUDY ON CUSTOMER SATISFACTION TOWARDS FIRST CRY PRODUCTS IN MADURAI CITY

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### ABSTRACT:

This research investigates customer satisfaction within the domain of FirstCry products, a prominent provider of baby and kids' merchandise. In today's fiercely competitive market, where customer experience is paramount, understanding and elevating satisfaction levels are critical. Through a blend of qualitative and quantitative methodologies, this study identifies pivotal factors influencing customer satisfaction with FirstCry products. Surveys, interviews, and data analysis are employed to glean insights from both current and prospective customers, exploring facets such as product quality, pricing, customer service, delivery efficiency, and brand perception. Moreover, the research examines the impact of variables like product diversity, website or app user interface, and post-sales assistance on satisfaction levels.

The findings offer actionable insights for FirstCry to refine its offerings and services, thereby nurturing increased customer satisfaction and loyalty. Furthermore, the implications extend beyond FirstCry, providing valuable strategies for enhancing customer experience across the broader baby and kids' products industry. The research employs surveys, interviews, and data analysis techniques to gather insights from both existing and potential customers. It examines various aspects such as product quality, pricing, customer service, delivery efficiency, and brand perception.

### KEYWORDS:

**CUSTOMER SATISFACTION, FIRSTCRY PRODUCTS, BABY PRODUCTS, KIDS' MERCHANDISE, MARKET COMPETITION, CUSTOMER EXPERIENCE, QUALITATIVE RESEARCH, QUANTITATIVE RESEARCH, PRODUCT QUALITY, PRICING, CUSTOMER SERVICE, DELIVERY EFFICIENCY, BRAND PERCEPTION, PRODUCT DIVERSITY, USER INTERFACE, POST-SALES SUPPORT, BUSINESS GROWTH.**

### 1.1 INTRODUCTION

In today's competitive market, understanding customer satisfaction is paramount for businesses to thrive. Customer satisfaction not only influences repeat purchases but also serves as a reflection of brand loyalty and positive word-of-mouth promotion. In this context, our study aims to explore the satisfaction levels of customers towards First Cry products in Madurai City.

First Cry, a leading retailer specializing in baby and kids' products, has gained significant traction in the market with its diverse range and quality offerings. However, in a dynamic marketplace, it is essential for companies like First Cry to continuously assess and enhance customer satisfaction to maintain their competitive edge.

Madurai City, known for its rich cultural heritage and burgeoning population, serves as an ideal setting for this study. With a diverse consumer base and evolving market trends, Madurai offers valuable insights into customer preferences and perceptions towards baby and kids' products.

Evaluate the overall satisfaction levels of customers towards First Cry products in Madurai City. Identify factors influencing customer satisfaction, including product quality, pricing, variety, and customer service. Assess the

impact of demographic variables such as age, income, and family size on customer satisfaction. Provide actionable recommendations to enhance customer satisfaction and strengthen First Cry's market position in Madurai City.

By delving into these aspects, our study aims to contribute valuable insights to both academia and industry. It will not only shed light on the specific dynamics of customer satisfaction within the baby and kids' products sector but also offer practical implications for businesses aiming to improve their customer-centric strategies. Through meticulous data collection and rigorous analysis, we aim to provide a comprehensive understanding of customer satisfaction towards First Cry products in Madurai City, thereby facilitating informed decision-making and fostering sustainable growth for the company in this vibrant market landscape.

### 1.2 REVIEW OF LITERATURE:

Rashant Singh (2014), in his study on Consumer's Buying Behaviour Towards Online Shopping, the main aim of study was to examine and analyze the consumer's buying behavior pattern towards online shopping in Lucknow. The research is based on both primary data and secondary data. The total sample sizes of 40 were collected through a

questionnaire by using a convenient sampling method, the outcome of the study is the greatest number of users are happy with online shopping and mainly interested in buying online apparel.

Chirag Parmar, (2015), The main objective of the research is to study, especially the major option for payments in online shopping. There are several payment options in online purchasing such as credit card, debit card, cash on delivery, EMI option, gift voucher or wallet Rs. of the particular site. To this end, a survey was conducted and the 120 questionnaires were distributed among the people of different markets and the general public in Bikaner. The replies have been analyzed by table analysis. The results of the study reveal that on-line shoppers in India are significantly affected by various payment options, which are described above. The study results could be further used by the researchers and practitioners for conducting future studies in a similar area.

Mohammad Toufiqur Rahman (2015) indicated that online shoppers are variety lovers, but at the same time, they are also cautious about the price and time that they spent shopping. Online shopping saves time comparing to a traditional retail stores. Maximum respondent relies on price and their own experience as the basis of the quality judgment of items in online shopping. So far as payment options are concerned, online shopping offers different payment options like cash on delivery or payment through internet banking or payment by debit card or credit card etc. But the majority of the buyers preferred cash on delivery facility.

### 1.3 OBJECTIVE:

THE OBJECTIVE OF THIS STUDY IS

- To conduct a comprehensive analysis of customer satisfaction in FirstCry products. Through a combination of qualitative and quantitative research methods, this study aims
- To identify the key factors influencing customer satisfaction, such as product quality, pricing, customer service, delivery efficiency, and brand perception. Additionally, the research seeks
- To understand the impact of variables like product variety, website/app user interface, and post-sales support on overall satisfaction levels. By examining the current state of customer satisfaction and analyzing existing strategies employed by FirstCry, this study intends
- To develop actionable recommendations for enhancing customer satisfaction, ultimately fostering greater customer loyalty and retention.

### 1.4 STATEMENT OF PROBLEM:

There is a lack of comprehensive understanding regarding how customers perceive First Cry products in terms of quality, variety, pricing, and overall satisfaction in Madurai City. Identifying Satisfaction Drivers: It is essential to identify the factors that significantly influence customer

satisfaction, including product quality, pricing, variety, customer service, and brand reputation, to provide actionable insights for enhancing customer experiences. Assessing Demographic Variations: Demographic variables such as age, income, family size, and lifestyle preferences may impact customer satisfaction differently. Evaluating these variations is crucial for tailoring marketing strategies and product offerings to specific customer segments in Madurai City.

The competitive landscape in Madurai City's baby and kids' products market may influence customer perceptions and satisfaction towards First Cry. Understanding how competitors' offerings and strategies impact First Cry's market position is essential for devising effective differentiation strategies. Providing Recommendations: Based on the findings, actionable recommendations will be proposed to First Cry to address any identified gaps in customer satisfaction, thereby enhancing brand loyalty, driving repeat purchases, and strengthening market presence in Madurai City.

### 1.5 RESEARCH DESIGN:

A mixed-methods approach, combining both quantitative and qualitative methods, would provide a comprehensive understanding of customer satisfaction towards First Cry products. This approach allows for triangulation of data and deeper insights into customer perceptions and experiences.

#### 1.5.1 METHOD OF DATA COLLECTION:

Conducting surveys among FirstCry customers to gather numerical data on their satisfaction levels. The survey will include Likert scale questions to measure satisfaction with various aspects such as product quality, pricing, customer service, delivery efficiency, and overall experience. Utilizing in-depth interviews with a subset of FirstCry customers to gain deeper insights into their satisfaction drivers, preferences, and pain points. These interviews will allow for a more nuanced understanding of the factors influencing customer satisfaction.

#### METHOD OF DATA COLLECTION:

The focus of the research is to study the consumer of towards. Data for the study were collected through primary and secondary sources.

#### PRIMARY DATA:

Primary data is collected using a self-administered structured questionnaire, and field survey to collect the primary data.

#### SECONDARY DATA:

The secondary data used in this study were collected from national and international journals, newspapers, magazines, articles, and other records. Websites were also used to collect some statistical information. Several standard textbooks in the area of marketing, advertising, and mass communication were also referred to present the data.

**1.6 SAMPLING SIZE:**

**SAMPLE SIZE:** For the research the sample size of -

100 The sample size is defined as the number of observations used for determining the estimations of a given FirstCry Products population. The size of the sample has been drawn from the FirstCry Products population. Sampling is the process of selecting a subset of individuals from the FirstCry Products population to estimate the characteristics of the whole FirstCry Products population.

**1.7 SAMPLE TECHNIQUE:**

sample technique is paramount to ensure the reliability and representativeness of the data collected. Given the diverse demographics and socio-economic characteristics of FirstCry Products population, stratified sampling could be a suitable technique. FirstCry Products population into distinct strat a based on relevant factors such as age, gender, income level, and educational background.

**1.8 GENDER CLASSIFICATION:**

GENDER	RESPONDENTS	PERCENTAGE
Male	40	40
Female	30	30
Others	30	30
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

**1.8 TABLE SHOWING GENDER CLASSIFICATION.**

**1.9 AGE RESPONDENTS:**

AGE	RESPONDENTS	PERCENTAGE
Below 20	40	40
20-30	20	20
30-40	16	16
40-50	14	14
Above 50	10	10
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

**TABLE 1.9 TABLE SHOWING AGE OF THE RESPONDENTS.**

**1.9 PURCHASE PRODUCTS FROM FIRSTCRY.**

SUGGESTION	NO OF RESPONDENTS	PERCENTAGE
Daily	10	10
Weekly	32	32
Monthly	26	26
Occasionally	28	28
Never	4	4
<b>TOTAL</b>	<b>100</b>	<b>100</b>

**TABLE 3.8 TABLE SHOWING FACTORS INFLUENCE YOUR DECISION TO PURCHASE FROM FIRSTCRY**

**USING OF THE RESPONDENTS.**

**1.10 FACTORS INFLUENCE YOUR DECISION TO PURCHASE FROM FIRSTCRY:**

SUGGESTION	NO OF RESPONDENTS	PERCENTAGE
Product variety	24	24
Pricing	20	20
Quality	28	28
Brand reputation	16	16
Customer service	8	8
Other	4	4
<b>TOTAL</b>	<b>100</b>	<b>100</b>

**1.11 SATISFIED WITH THE PACKAGING OF PRODUCTS RECEIVED FROM FIRST CRY:**

SUGGESTION	NO OF RESPONDENTS	PERCENTAGE
Very satisfied	46	46
Satisfied	24	24
Neutral	20	20
Dissatisfied	6	6
Very dissatisfied	4	4
<b>TOTAL</b>	<b>100</b>	<b>100</b>

**1.11 FINDING:**

- 40% of respondents are Male
- 40% of respondents are Below 20
- 28% of respondents are quality
- 42% of respondents are satisfied
- 40% of respondents are SSLC
- 46% of respondents are very satisfied

**CONCLUSION:**

In conclusion, the study on customer satisfaction towards First Cry products in Madurai City sheds light on various aspects influencing consumer perceptions and experiences within the local market. Through a combination of quantitative surveys and qualitative methods, valuable insights have been garnered regarding factors such as product quality, pricing, variety, convenience, and customer service. The findings highlight the significance of understanding demographic variations and their impact on satisfaction levels, providing actionable recommendations for First Cry to enhance its market position and customer-centric strategies. By addressing the identified areas for improvement and leveraging competitive advantages, First Cry can strengthen brand loyalty, drive repeat purchases, and foster sustainable growth in Madurai City's vibrant retail landscape.

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**WEBSITES**