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A STUDY ON CUSTOMER SATISFACTION IN THE WIRE MANUFACTURING INDUSTRY

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ABSTRACT:

With a particular focus on Rajam Wires, this project examines the degree of customer satisfaction in the wire manufacturing sector. The study assesses important elements that affect industrial buyers' satisfaction, including technical support, delivery performance, and product quality. Delivering high-quality products is crucial in the cutthroat wire industry, but service-related considerations are now just as, if not more, crucial.

58 respondents from a range of industries, including electrical, automotive, and construction, participated in the study. According to statistical analysis, overall satisfaction is greatly impacted by delivery dependability and technical support, even though product quality is still a baseline expectation. With a Nagelkerke R² = 0.997, the regression analysis demonstrated a strong model fit, suggesting that these variables taken together account for the majority of the variation in customer satisfaction.

The results provide useful recommendations for wire producers looking to enhance customer relations and service tactics. Businesses like Rajam Wires can create more robust, long-lasting business partnerships in the B2B market by reevaluating conventional quality-focused strategies and embracing a service-first mentality.

Keywords: Wire Manufacturing, Technical Support, Delivery, Product Quality, and Customer Satisfaction

INTRODUCTION

India's infrastructure and industrial development are significantly influenced by the wire manufacturing industry. In sectors like telecommunications, power distribution, automotive, and construction, wires are crucial parts. Businesses like Rajam Wires make a substantial contribution by offering a range of industrial clients premium wire products.

The expectations of customers have changed in recent years. Customers now place a high value on dependable delivery methods, proactive technical support, and high-quality products. This change implies that wire manufacturers must provide outstanding customer service in addition to high-quality products in order to sustain strong client relationships.

This study aims to identify the factors that contribute to customer satisfaction with Rajam Wires and provides information on how the business can improve its products to better serve its clients' needs. Businesses that match operational performance with customer-centric strategies have a better chance of keeping customers and growing their market share as markets become more commoditized and competitive.

OBJECTIVES OF THE STUDY

- To explore the factors affecting customer satisfaction in Wire manufacturing industry
- To evaluate the impact of product quality on customer satisfaction
- To analyze how delivery performance affects customer loyalty
- To study the role of technical support in maintaining long-term relationships

Scope of the study

This study only looks at industrial buyers of Rajam Wires from a range of fields, such as automotive, electrical, and construction. The study looks into three main factors that affect how happy customers are:

- Quality of the product (tensile strength, durability, and compliance)
- Delivery Performance (being on time, being flexible, and being able to track in real time)
- Technical Support (how long it takes to respond, documentation, and field support)

- It doesn't include retail customers or financial things like pricing models. But it does give manufacturers useful information on how to create a unique service strategy in a field that requires a lot of technical skill.

STATEMENT OF THE PROBLEM

Rajam Wires is known for making good products, but it has trouble with things like delivering on time and providing technical support after the sale. These gaps can make it harder for customers to buy from you again and keep them as customers.

These days, industrial customers want more than just products that don't have any problems. They also want service that is quick, logistics that are flexible, and support that is always available. Customers might go to competitors if Rajam Wires can't meet these needs. The goal of this study is to help people understand the difference between what customers expect and what they actually get when they work with Rajam Wires.

RESEARCH METHODOLOGY

- **Research Type:** Descriptive, Exploratory and Casal
- **Sample Size:** 58 respondents
- **Data Collection:** Structured questionnaire (5-point Likert scale)
- **Sampling Method:** Purposive sampling
- **Analytical Tools:** Correlation, ANOVA, Regression using SPSS
- **Study Period:** January to May 2025

We chose people from companies all over India that buy wire products from Rajam Wires and other companies on a regular basis. It was important to make sure that businesses of all sizes and from different industries were represented.

DATA ANALYSIS

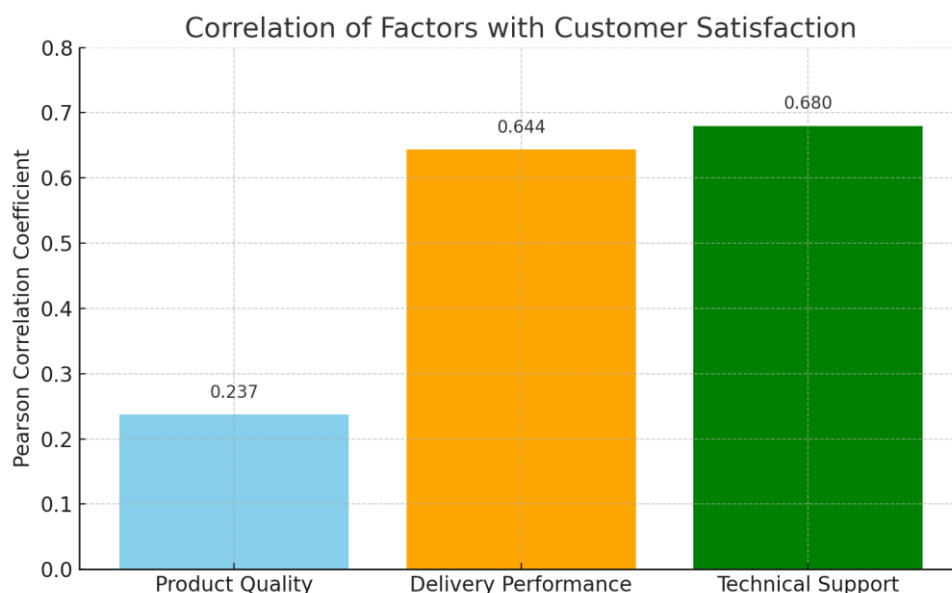
Reliability Test (Cronbach's Alpha):

- Product Quality: 0.767
- Delivery: 0.763
- Technical Support: 0.829

The questionnaire items accurately measure the desired satisfaction dimensions, as evidenced by the acceptable internal consistency (> 0.70) of all constructs.

Correlation Results:

- Product Quality & Satisfaction: $r = 0.237$ (Not significant)
- Delivery & Satisfaction: $r = 0.644$ (Significant)
- Technical Support & Satisfaction: $r = 0.680$ (Highly significant)



Regression Results:

- Nagelkerke $R^2 = 0.997$ (Excellent model fit)
- Technical Support ranked highest in influencing satisfaction, followed by Delivery

FINDINGS

- While product quality is definitely important, it's not the only thing that keeps customers happy.
- Delivery performance and technical support actually have a bigger impact than we thought.
- Customers really appreciate on-time deliveries and quick responses to their support requests more than we previously realized.
- A little over half of our customers (51.7%) are from the electrical segment.
- Medium-sized businesses make up the largest chunk of our customer base at 46.6%.
- A notable portion of our clients are relatively new, with 44.8% having been with us for less than a year, which opens up chances for us to improve our retention strategies.
- Clients have expressed a desire for more proactive communication during delays and better documentation during technical installations.

SUGGESTIONS

Enhance Technical Support:

- Provide user manuals, FAQs, and video guides to help clients.
- Set up live chat and quick-response teams for urgent issues.
- Offer periodic training and webinars for client teams to keep them informed.

Optimize Delivery:

- Implement real-time tracking systems for better visibility.
- Keep adequate buffer stocks to avoid delays.
- Provide flexible delivery options based on client size and urgency.

Maintain and Strengthen Product Quality:

- Keep investing in advanced testing and quality control measures.
- Regularly gather feedback on product performance to make improvements.
- Think about establishing a quality advisory board with key clients for insights.

Improve Customer Experience:

- Create a CRM platform to track service history, issues, and client preferences.
- Assign account managers to key clients for regular check-ins and support.

Long-Term Strategies:

- Develop industry-specific packages, like automotive-focused wires.
- Invest in green manufacturing practices to attract sustainability-minded buyers.

CONCLUSION

In the wire manufacturing industry, customer satisfaction hinges on more than just how well the product performs. As this study on Rajam Wires highlights, reliable delivery and solid technical support are key elements that foster loyalty and encourage repeat business.

In today's fast-paced industrial world, it's not enough for companies to simply shine with their products; they also need to enhance the entire service experience. Wire manufacturers that pair exceptional technical support and logistics with high-quality production will gain a lasting advantage over their competitors. This study offers valuable insights for Rajam Wires and similar companies to rethink how they engage with customers, setting the stage for sustainable growth. Businesses that can quickly adapt to changing customer expectations with creativity and flexibility are more likely to foster loyalty and expand their brand presence, even in challenging markets. What this research underscores is a significant shift: customers aren't just buying wires; they're investing in trust, collaboration, and prompt responses. In this kind of landscape, companies that prioritize service quality will ultimately lead the industry.

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