



## A Study on Customer Satisfaction Towards Fastback Products with Special Reference to Coimbatore City

*K.Sindhu Priya<sup>1</sup>, Meganathan.S<sup>2</sup>*

<sup>1,2</sup>Sri Krishna Adithya College of arts & Science india

### Abstract:

This inquire about examines client fulfillment with respect to Fastback items in Coimbatore City. The think about investigates key determinants of fulfillment counting item quality, estimating, accessibility, client benefit, and brand picture. A organized survey was utilized to assemble information from 150 respondents through stratified examining. The discoveries uncover that item quality and client benefit essentially impact fulfillment levels, whereas estimating and brand picture too play imperative parts. The consider concludes with significant proposals for Fastback to upgrade client maintenance and devotion within the Coimbatore advertise.

**Keyword:** Estimating, Accessibility, Impact, Fulfillment

### Introduction:

In today's competitive advertise, client fulfillment may be a key pointer of trade victory. This consider investigates the level of fulfillment among shoppers of Fastback items in Coimbatore, a major mechanical and commercial center in Tamil Nadu. Fastback, known for its extend of way of life and utility items, must persistently adjust to customer desires to hold showcase share.

### Objectives of the Study:

- To assess the level of client fulfillment towards Fastback products.
- To recognize the key variables affecting client satisfaction.
- To analyze statistic impacts on client satisfaction.
- To propose measures to make strides fulfillment and dependability

### Scope of the Study:

This think about is constrained to Coimbatore city and covers Fastback item clients over different socioeconomics. It centers on items such as sacks, rucksacks, travel equip, and adornments.

### Research Methodology:

- **Type of Research:** Descriptive
- **Sampling Method:** Stratified random sampling
- **Sample Size:** 150 respondents
- **Data Collection Tool:** Structured questionnaire
- **Data Sources:** Primary (survey), Secondary (company reports, journals)
- **Data Analysis Techniques:** Percentage analysis, Chi-square test, Likert scale, and correlation analysis.

### Review of Literature:

A brief audit was done of past inquire about on client fulfillment, highlighting systems such as SERVQUAL and the Expectation-Disconfirmation Hypothesis. Past ponders appear that item quality, benefit effectiveness, and esteem for cash are reliable indicators of fulfillment.

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**Hypothesis Testing:**

- **H0:** There's no noteworthy relationship between age and satisfaction level.

**H1:** There's a critical relationship.

Chi-square test result:  $\chi^2 = 9.86$ ,  $df = 4$ ,  $p = 0.042$

**Conclusion:** Since  $p < 0.05$ , we dismiss the invalid theory, demonstrating age essentially influences fulfillment

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**Findings:**

- Younger customers prioritize product design and brand image.
- Quality and customer service are major drivers of satisfaction.
- Price sensitivity varies significantly with income level.
- Availability in retail outlets influences purchase frequency.

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**Suggestions:**

Younger clients prioritize item plan and brand image.

Quality and client benefit are major drivers of satisfaction.

Price affectability changes essentially with pay level.

Availability in retail outlets impacts buy recurrence.

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**Conclusion:**

- The ponder concludes that Fastback items appreciate a great level of client fulfillment in Coimbatore. Be that as it may, changes in estimating technique and benefit conveyance can encourage boost shopper devotion and extend advertise share.

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**Limitations of the Study:**

- Limited sample size may affect generalizability.
- The study is geographically restricted to Coimbatore.
- Relies on self-reported data, which may involve bias.

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