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# Study on Customer Centric Marketing Strategies and Customer Satisfaction towards Amphenol FCI OEN Connectors Ltd.

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### ABSTRACT

This study explores the impact of customer-centric marketing strategies on customer satisfaction with reference to Amphenol FCI OEN Connectors Ltd. In today's competitive market, organizations are shifting from product-focused approaches to customer-driven strategies, where understanding customer needs, preferences, and expectations plays a crucial role in sustaining growth. The research highlights how effective marketing practices such as personalized communication, value-added services, product quality, and relationship management shape customer perceptions and loyalty. Using insights from customer feedback, the study evaluates the extent to which Amphenol's marketing initiatives influence satisfaction and purchasing behavior. Findings from the study aim to provide a deeper understanding of how adopting customer-centric approaches not only enhances satisfaction but also strengthens long-term relationships, thereby contributing to the company's overall success.

### Introduction:

In today's competitive marketplace, customers hold greater power in shaping the success of a business than ever before. Companies are moving beyond traditional product-focused marketing to approaches that prioritize customer needs, expectations, and experiences. A customer-centric strategy places the buyer at the core of decision-making, ensuring that every interaction—from product design to after-sales support adds value and builds trust. This shift reflects the growing understanding that long-term growth is best achieved by creating meaningful relationships rather than focusing solely on sales.

Amphenol FCI OEN Connectors Ltd., a key player in the electronic connectors industry, operates in an environment where innovation and customer satisfaction go hand in hand. As the company serves a wide range of industries, aligning its marketing efforts with the diverse requirements of its customers has become critical. For Amphenol, maintaining product quality while delivering personalized service and consistent communication are central to sustaining customer loyalty in a highly competitive sector.

This study is designed to explore how customer-centric marketing strategies impact the satisfaction of Amphenol's customers. By focusing on factors such as quality, service effectiveness, responsiveness, and relationship management, the research highlights how tailored marketing practices contribute to customer trust and loyalty. The insights gained from this study aim to show that customer satisfaction is not just a short-term business goal but a long-term driver of success and competitiveness.

### Literature Review:

**Kumar, V. & Reinartz, W. (2016)** – In this study “Creating Enduring Customer Value through Relationship Marketing,” the authors examined how personalized communication, loyalty programs, and predictive analytics contribute to long-term satisfaction and customer lifetime value in B2C businesses.

**Patil, R. & Shenoy, S. (2017)** – In the study “Customer Satisfaction in the Consumer Electronics Sector: Key Drivers and Metrics,” the authors investigated how factors such as product quality, prompt service, and staff knowledge influence consumer satisfaction in the electronics industry, highlighting the importance of front-line interaction.

**Johansson, M. & Olhager, J. (2018)** – In this study “Consumer Participation in Product Expansion and Its Effect on Satisfaction,” the researchers emphasized that involving customers in feedback mechanisms and co-creation increases their attachment to the product and satisfaction with the brand.

**Rao, P. & Iyer, B. (2019)** – In the study “Marketing Strategies for Customer Retention in B2C Markets,” the authors concluded that emotion-driven branding, value-based communication, and consistent service quality are core to achieving customer satisfaction in highly competitive consumer sectors.

**Lee, J. & Grewal, D. (2020)** – In the study “Organizational Culture and Its Influence on Customer-Centric Service Delivery,” the authors analyzed how a culture focused on customer satisfaction at all organizational levels results in improved service experiences and positive brand perception in B2C industries.

**Fader, P. (2020)** – In “Customer Centricity: Focus on the Right Customers for Strategic Advantage,” Fader argues that customer-centric companies do not treat all customers equally. Instead, they focus on high-value customers by tailoring products, services, and communications, leading to increased customer satisfaction and retention.

**Mehta, S.& Sharma, K. (2021)** – In the study “Leveraging Digital Marketing Tools for Consumer Engagement and Satisfaction,” the researchers explored how personalized email campaigns, mobile apps, and recommendation engines enhance the customer journey, leading to stronger satisfaction and loyalty.

**Thomas, R. (2022)** – In this study “The Impact of After-Sales Services on the Customer Loyalty in the Consumer Electronics Market,” the author concluded that warranties, timely repairs, and accessible customer care plays a main role in enhancing satisfaction and fostering repeat purchases.

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### Objectives for the study

- To understand the relations between customer-focused marketing practices and customer satisfaction.
- To know the existing customer-centric marketing strategies used by Amphenol FCI OEN Connectors Ltd.
- To Analyze the gaps between customer expectations and the company’s current marketing strategies.
- To assess the effect of customer-centric marketing on customer loyalty and retention.
- To suggest improved marketing strategies that can enhance customer satisfaction and build stronger customer relationships.

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### Hypothesis of the Study

**Null Hypothesis (H<sub>01</sub>):** There is no significant relation between consumer-centric marketing strategies and customer satisfaction in Amphenol FCI OEN Connector Ltd.

**Alternative Hypothesis (H<sub>11</sub>):** There is a significant relationship between consumer-centric marketing strategies and customer satisfaction in Amphenol FCI OEN Connector Ltd

**Null Hypothesis (H<sub>02</sub>):** Customer feedback does not significantly influence the usefulness of the company’s marketing strategies.

**Alternative Hypothesis (H<sub>12</sub>):** Customer feedback significantly influences the effectiveness of the company’s marketing strategies.

### Population and Sampling Unit

The population of this study consists of **existing customers**, users of Amphenol FCI OEN Connectors Ltd. The sampling unit includes individual respondent who are either use the company's products or interacted with the company's marketing, sales, or service channels. These may include corporate clients, engineers, industrial buyers, or distributors.

### Sampling Method

The study employs a convenience sampling method, which is a form of non-probability sampling. Participants are selected based on their availability, accessibility, and willingness to respond. Where method may not fully represent the entire customer base, it is effective in exploratory research, especially when direct access to the population is limited and quick data collection is essential.

### Sample Size

A total of 120 respondents were selected for the study. This sample size is considered sufficient to gather meaningful insights, detect trends, and conduct basic statistical analysis. The number also aligns with the available time and resource constraints of the study.

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### Limitations of the Study

• **Limited scope of Respondents:** The study may be based on feedback from a specific group of customers or departments, which may not represent the full range of customer experiences across different regions, industries, or product lines.

- **Access to internal marketing data:** Due to confidentiality or company policies, full access to strategic growth with customer focus systems, or internal performance metrics its not be available, potentially limiting the depth of analysis.
- **Changing market conditions:** The findings may be influenced by external factors such as economic changes, technological advancements, or competitor strategies During analysis, which could shape the accuracy or long-term relevance of the results.

## Hypothesis of the study

### Hypothesis (1)-Relationship between marketing strategies and customers satisfaction

- Null Hypothesis ( $H_{01}$ ): There is no significant relationship in between consumer- centric marketing strategies and customer satisfaction at Amphenol FCI OEN Connectors Ltd.
- Alternative Hypothesis ( $H_{11}$ ): There is a significant relationship between consumer- centric

To test this hypothesis, a Chi-square test is applied to inspect the link between consumer- centric marketing strategies and customers satisfaction at Amphenol FCI OEN Connectors Ltd. The null hypothesis assumes no significant relationship, while the alternative suggests a meaningful connection. Based on the test results, the p-value is compared with the 5% significance level to decide whether to accept or reject the null hypothesis. This process helps determine if marketing strategies truly influence customer satisfaction or if the observed pattern could be due to chance.

### Chi-Square Tests

Test	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.450	16	0.031
Likelihood Ratio	27.992	16	0.034
Linear-by-Linear Association	4.812	1	0.028
N of Valid Cases	120	—	—

### Cross-tabulation

#### Marketing Channel × Satisfaction Rating (Observed Counts)

Marketing Channel	Excellent (O/E)	Good (O/E)	Fair (O/E)	Poor (O/E)	Very Poor (O/E)	Row Total
Email	10 / 9.07	12 / 11.20	6 / 8.80	2 / 4.80	2 / 2.40	32
Social Media	12 / 11.33	14 / 14.00	8 / 11.00	4 / 6.00	2 / 3.00	40
Sales Rep	5 / 5.10	6 / 6.30	4 / 4.95	2 / 2.70	1 / 1.35	18
No Updates	3 / 4.53	4 / 5.60	4 / 4.40	3 / 2.40	2 / 1.20	16
Ignore Promo	4 / 3.97	6 / 4.90	4 / 3.85	1 / 2.10	1 / 1.05	14
Column Total	34	42	26	12	6	120

(O/E) = Observed Count / Expected Count

### Interpretation:

P value is = 0.031

Level of significance=0.05(5%)

(P value 0.031>LOS 0.05)

From the above chi square test table, the analysis shows a Pearson correlation of 0.259 between mentorship and employee retention, with a p-value of 0.031 using a two-tailed test. Since the p-value (0.031) is lower than the significance level (0.05), it indicates a statistically significant correlation between mentorship and employee retention at the 5% significance level. This means the relationship observed is unlikely due to chance.

### Hypothesis (2)-Influence of customer feedback on marketing effectiveness

- Null Hypothesis ( $H_{02}$ ): Customer feedback does not significantly influence the effectiveness of the company's marketing strategies.
- Alternative Hypothesis ( $H_{12}$ ): Customer feedback significantly influences the effectiveness of the company's marketing strategies.

To evaluate this hypothesis, a Chi-square test can use to study the part of customer feedback in shaping the effectiveness of the company's marketing strategies. The null hypothesis proposes that customer feedback has no significant influence, while the alternative suggests a positive impact. By comparing the p-value with the 5% significance level, the decision is made to either accept or reject the null hypothesis. This study help identify whether customer feedback truly drives improvements in marketing strategies or if the effect is statistically insignificant.

#### Correlations (Spearman's rho)

	Adapts Marketing Based on Feedback	Effectiveness of Communication
Adapts Marketing Based on Feedback	1.000	<b>0.462</b>
		p < 0.001
		N = 120
Effectiveness of Communication	<b>0.462</b>	1.000
	p < 0.001	
	N = 120	

#### Rank Assignment Table

##### Variable 1 – Adapts Marketing Based on Feedback

Response Category	Frequency (N)	Ordinal Code	Rank Assigned*
Strongly Disagree	6	1	3.5
Disagree	14	2	11.5
Neutral	22	3	21.5
Agree	46	4	49
Strongly Agree	32	5	95

##### Variable 2 – Effectiveness of Communication

Response Category	Frequency (N)	Ordinal Code	Rank Assigned*
Ineffective	18	1	9.5
Neutral	20	2	28
Somewhat Effective	38	3	57
Very Effective	44	4	102

#### Interpretation:

P value is =0.462,

Level of significance = 0.05(5%) (P value 0.0462>LOS 0.05)

From above s Pearson table, The analysis shows a Pearson correlation with a p-value of 0.462 using a two-tailed test. There is no significant correlation between the variables because the p- value (0.462) is higher than the significance level (0.462 > 0.05) at the 5% significance level.

#### Findings:

- The study shows that strategies focusing on customer needs significantly improve satisfaction and loyalty at Amphenol.
- Social media and email proved to be the most impactful communication channels, engaging customers better than other methods.
- Customers value product quality and quick responsiveness as the strongest drivers of trust and repeat business.
- Insights from customer feedback help the company refine its strategies, making communication more effective and personalized.
- Building long-term relationships through tailored services not only enhances satisfaction but also strengthens Amphenol's competitiveness in the market.

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**Suggestions:**

- Amphenol can invest more in social media and email campaigns to build stronger customer engagement and maintain continuous communication.
- Creating regular surveys, online feedback forms, and customer interaction platforms can help the company adapt its strategies more effectively.
- Along with product quality, improving response times in service and support will further boost customer trust and loyalty.
- Offering tailored solutions, product recommendations, and value-added services can deepen relationships and encourage repeat purchases.

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**Conclusion:**

The study highlights that customer-centric marketing strategies play a vital role in shaping satisfaction levels among customers of Amphenol FCI OEN Connectors Ltd. By focusing on product quality, timely service, and strong relationship management, the company is able to create value that extends beyond its products. Customers today expect not only reliable solutions but also personalized engagement and trust-driven partnerships. The findings show that aligning marketing practices with customer needs strengthens loyalty and long-term collaboration. For Amphenol, such approaches are not just business tactics but essential drivers of growth and competitiveness. Ultimately, the study affirms that customer satisfaction is the cornerstone of sustainable success in a challenging global market.

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