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A Study on Importance of Product Quality and Personalized Customer Care to Attain Higher Customer Satisfaction

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***Abstract*—This article examines the importance of product quality and customer service in establishing customer satisfaction, trust and ultimately long-term success in the modern marketplace. It defines customer satisfaction through the example of one recent transaction involving Ravi, who bought a pair of headphones that malfunctioned shortly thereafter and was presented with a sorry excuse for a response by the retail staff. The research demonstrates how a lack of meeting expectations can negatively impact customer perception through the analysis of survey responses from 193 customers, which show that customers not only expect products to be reliable/durable but also that they will receive respectful, empathetic, and solution-oriented support when issues arise. Poor product performance combined with indifferent customer service will result in customer dissatisfaction and loss of trust; both of which will create adverse word-of-mouth or recommendations to others regarding the company (brand) or products. Companies who emphasise quality assurance and customer centricity by treating each customer as a valued person (not an anonymous transaction) will likely form strong bonds with their customers; creating long Term customer loyalty thereby enhancing sustainable business growth. The conclusion of this study is that creating a positive customer experience and ensuring the long-term success of an organisation can only occur by balancing the delivery of high-quality products and effective customer support.**

***Index Terms*—Quality of Product, Quality of Customer Service, Customer Satisfaction, Customer Loyalty**

I. INTRODUCTION

In the modern global marketplace, the act of purchasing electronics has transcended a simple financial transaction for a physical device; it has become an investment in a promise of reliability and a commitment to a specific lifestyle. This study delves with the contemporary international market, the process of buying electronics has not been a mere monetary transaction of a tangible item; it has been an investment in a promise of reliability and an assurance of a particular way of life. This paper explores two main pillars that support the modern understanding of customer satisfaction: the utilitarian performance of the hardware, i.e., Product Quality, and the affective interaction of the brand with the user, i.e., Customer Care. When a company sells its brand as one of high quality or high engineering, and then provides a product that fails sooner than expected, as in the particular situation of the malfunctioning headphones of Ravi, it is not only breaking a machine, but a basic psychological contract.

This loss of trust forms a Value Gap whereby the customer becomes a victim of the marketing rhetoric of the brand. The story of Ravi is a warning to the digital age as a reminder that it is not just the amount of sales in the opening month that will make a business sustainable. When a consumer is met with apathy, canned replies or employees who play behind strict company policies instead of looking to find a human solution to the problem in question, the harm can be multiplied by a factor. In the highly connected world we live in, an unsatisfied customer such as Ravi is no longer an unsung victim; he is a vocal anti-evangelist. They will also be actively discouraging their whole network not to use that brand through social media, review sites and word of mouth. This study is evidenced by survey data of 193 diverse participants and quantifies this change, demonstrating that perceived kindness, empathy, and agility of a support team are equally important to the bottom line of the brand as the technical specification of the very product.

II. PROBLEM STATEMENT

- Dissatisfaction of the customer
- Loss of Business Reputation.
- The company lacks the knowledge of customer complaints.
- Selling Low – Quality Products to Customers
- There is a risk that the company could lose its reputation as a reputed brand.

III. LITERATURE REVIEW

1. Verhoff et al. (2009) Customer Experience Creation highlighted that customer experience is holistic and includes cognitive, affective and social reactions of the customer**.** The research indicates that each touchpoint, store setting, and after sales services, adds up to the overall customer experience. They contended that the customer experience is not only within the control of the firm but it is also affected by other customers and the retail environment. Therefore, it requires a strategic way of dealing with the entire customer journey in order to develop a stable satisfaction.

2. Reinartz and Kumar (2002) - Profitability of Loyalty - This study opposed the belief that maximum profit is made by all loyal customers. According to their study, companies have to differentiate between long-term customers and profitable customers in order to make the best use of the marketing budget. They discovered that there are long-term customers who in fact require more service and reduced prices which may weaken profit margins. The research recommends that managers should recognize and compensate high-value loyalists and handle the low-value customers more effectively.

3. Bowen and Chen (2001)- Loyalty and Satisfaction Thresholds found out that satisfaction has to reach a threshold point before it causes a substantial rise in loyalty. Satisfaction is not always sufficient; to be very loyal in a very competitive market, the customers have to be extremely satisfied. Instead, they discovered that there was a non-linear correlation between the two variables, i.e. small increases in satisfaction do not necessarily lead to increase in loyalty. Companies should thus aim at delighting their customers to take them beyond the loyalty tipping point.

4. Keller (1993) Customer-Based Brand Equity Customer-Based Brand Equity conceptualized brand equity in terms of the individual consumer**.** He stressed that the probability of how a customer will react to current marketing activities of a brand is directly related to knowledge about the previous history of the brand. This information is accumulated with distinctive, robust and positive brand associations which are stored in the memory of the customer. The creation of a consistent and clear brand image is thus important in the assurance that marketing communications are successful and accepted.

IV. RESEARCH METHODOLOGY

• Research methodology refers to a structured process for designing, executing and analysing research.
• Selecting a method or method(s) for collecting data (such as surveys, interviews, experiments, etc.) is part of the methodology process.
• Determining how to analyse the data is also part of the research methodology, as is determining how to interpret findings (the results of data analysis) and how to prove or disprove your hypothesis or answer your research question(s).
• Research methodology provides a framework to guide the research process, ensuring that the research will be conducted in an orderly and logical manner.

RESEARCH TYPE:
The research study is an analytic and descriptive study based only on primary data collected through an aggregated, quantitative survey using Google Forms.

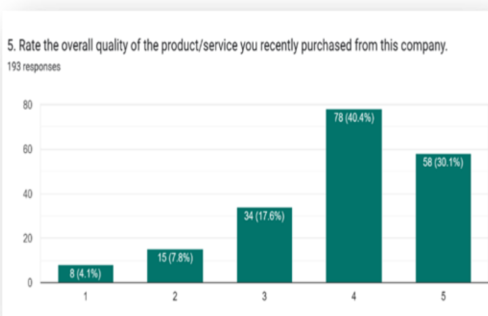
DATA COLLECTION TOOL:
A structured questionnaire comprised of 25 questions was developed and distributed to collect information from respondents utilizing Google Forms.

SAMPLE SIZE:
The total sample size of participants was 193 people.

SAMPLING TECHNIQUE:
The use of Google Forms to collect data from a study sample of Community Members and Students suggests that a Non-Probability Convenience Sampling approach was used.

DATA ANALYSIS & RESULTS
1. SHOWING THE OVERALL QUALITY OF THE PRODUCT/SERVICE YOU RECENTLY PURCHASED FROM THIS COMPANY OF RESPONDENTS.

PARTICULARS	NO. OF RESPONSES	PERCENTAGE
1	8	4.1%
2	15	7.8%
3	34	17.6%
4	78	40.4%
5	58	30.1%
Total	193	100%

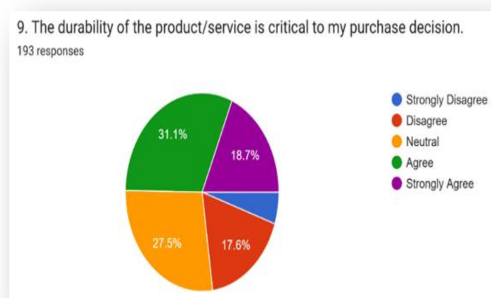


INTERPRETATION:
The table and chart show that out of 193 responses, 40.4% rated the overall quality as 4, 30.1% rated it as 5, 17.6% rated it as 3, 7.8% rated it as 2, and 4.1% rated it as 1.

INFERENCE:
The majority of respondents (40.4%) rated the overall quality as 4, indicating that most participants are satisfied with the product/service quality.

2. SHOWING THE DURABILITY OF THE PRODUCT/SERVICE IS CRITICAL TO MY PURCHASE DECISION OF RESPONDENTS

PARTICULARS	NO. OF RESPONSES	PERCENTAGE
Strongly Disagree	10	5.2%
Disagree	34	17.6%
Neutral	53	27.5%
Agree	60	31.1%
Strongly Agree	36	18.7%
Total	193	100%



INTERPRETATION:
The chart shows that out of 193 total responses, 31.1% of respondents "Agree" and 18.7% "Strongly Agree." Additionally, 27.5% remained "Neutral," while 17.6% "Disagree" and the remaining 5.1% "Strongly Disagree."

INFERENCE:
The majority of respondents (49.8% combined) agree or strongly agree that durability is a critical factor in their purchase decision.

STATISTICAL TEST

QUESTION 1: SHOWING THE DURABILITY OF THE PRODUCT/SERVICE IS CRITICAL TO MY PURCHASE DECISION.

ANOVA

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Durability	Between Groups	.000	4	.000	.000	1.000
	Within Groups	50.000	20	2.500		
	Total	50.000	24			
Responses	Between Groups	489.040	4	122.260	4.562	.009
	Within Groups	536.000	20	26.800		
	Total	1025.040	24			

INFERENCE:
ANOVA – Durability:
The majority of respondents show no significant difference in their opinions on durability (Sig. = 1.000), indicating a consistent perception of product durability across all groups.
ANOVA – Responses:
The majority of respondents show a significant difference in their responses (Sig. = 0.009), indicating that opinions vary notably among different groups.

ONE-SAMPLE TEST

One-Sample Test						
	Test Value = 193					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Age Group	-268.701	4	.000	-190.000	-191.96	-188.04
Agree	-65.228	4	.000	-181.000	-188.70	-173.30
Disagree	-96.282	4	.000	-186.200	-191.57	-180.83
Neutral	-40.129	4	.000	-182.400	-195.02	-169.78
Strongly agree	-101.665	4	.000	-185.800	-190.87	-180.73
Strongly Disagree	-228.289	4	.000	-191.000	-193.32	-188.68

INFERENCE:
ONE-SAMPLE T-TEST:
The majority of respondents show statistically significant differences from the test value (Sig. = 0.000), indicating that all response categories (Agree, Disagree, Neutral, etc.) differ strongly from the expected value, reflecting a clear deviation in overall perception.

QUESTION 2: SHOWING THE PREMIUM PRICE TO CONTINUE USING A BRAND WHERE I HAVE A STRONG, POSITIVE RELATIONSHIP OF RESPONDENTS.

ANOVA

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Question	Between Groups	.000	5	.000	.000	1.000
	Within Groups	60.000	24	2.500		
	Total	60.000	29			
Responses	Between Groups	319.367	5	63.873	3.042	.029
	Within Groups	504.000	24	21.000		
	Total	823.367	29			

INFERENCE:

ANOVA – Durability:
The majority of respondents show no significant difference in their opinions on durability (Sig. = 1.000), indicating a consistent perception of product durability across all groups.

ANOVA – Responses:
The majority of respondents show a significant difference in their responses (Sig. = 0.029), indicating that opinions
vary notably among different groups.

ONE-SAMPLE TEST

One-Sample Test						
	Test Value = 193					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Income	-248.114	5	.000	-189.500	-191.46	-187.54
Agree	-89.717	5	.000	-183.500	-188.76	-178.24
Disagree	-141.250	5	.000	-188.333	-191.76	-184.91
Neutral	-52.006	5	.000	-183.500	-192.57	-174.43
Strongly Agree	-181.062	5	.000	-187.000	-189.65	-184.35
Strongly Disagree	-283.981	5	.000	-190.500	-192.22	-188.78

INFERENCE:
ONE-SAMPLE TEST
The majority of respondents show statistically significant differences from the test value (Sig. = 0.000), indicating that all variables (Income, Agree, Disagree, Neutral, Strongly Agree, Strongly Disagree) differ strongly from the expected value, reflecting a clear deviation in overall perception.

V. DISCUSSION AND RECOMMENDATIONS

DISCUSSION
1. The study shows that product quality and customer care are key factors influencing customer satisfaction and loyalty. Most respondents rated product quality positively, indicating general satisfaction. At the same time, durability is considered an important factor in purchase decisions, with many respondents agreeing that it directly affects their choices.
2. The ANOVA results indicate that opinions on durability are consistent across different groups, showing a common expectation for reliable products. However, responses related to customer service vary significantly, suggesting that customer experiences are not uniform. The one-sample t-test further confirms that respondents have strong and significant opinions regarding product quality and customer care.
3. Factors such as feeling valued, personalized offers, and ease of doing business were identified as major influences on customer loyalty. Additionally, elements like multi-channel support, empathy, and quick issue resolution are

seen as essential for effective customer care. Overall, the study highlights that while product quality is important, customer service plays a critical role in shaping overall customer experience and long-term loyalty.

RECOMMENDATIONS

1. Focus on improving the durability of your products and ensure that you consistently meet quality standards
2. Empathy, communication and problem-solving skills are essential for customer care representatives. Customer care representatives also need to have good customer service skills.
3. Customer service representatives need to have the authority to resolve customer service matters in a timely manner without having to escalate the issue.
4. Businesses need provide customer support via multiple channels, such as by phone, chat, e-mail.
5. Businesses need to personalize the service experience for their customers by utilizing their customers data.

CONCLUSION

Research has shown that customer satisfaction is mainly based on product quality AND customer service. While most customers are satisfied with the quality of the products they purchase, durability plays a role in their purchasing decision. Customers want assurance that the items their purchase will not fail as this creates a negative perception of the brand. The customers differed in their opinions and experiences surrounding customer service which indicates inconsistencies between organizations in how they deliver positive/negative experiences to their customers. Factors that contribute to customer loyalty include: being recognized/ valued, being provided with personalized services and having issues resolved quickly. In for companies to be able to gain customer trust and improve customer satisfaction and ultimately long-term success, they must find a balance between providing a quality product and providing quality, professional, caring customer service.

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