Comrade to Customer: Care for fair

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Abstract

"A satisfied customer is the business strategy of all"Michael LeboeufThe predominance of any sector's success is coined closely towards the level of contentment customers receive from service or product provider's end. There isn't any rigid rule that is prevailing which can be duplicated by all the concerns. This calls the reatiers and other interactions with customers to come with intelligent innovative techniques, so that it turns round favourable towards the table to sell the produce in the market and mint money. The research paper focuses on the need, concern and happiness index of the customer. To proceed with the study both primary and secondary data were collected. The data collected was presented in the form of a table and results were interpreted using Mann Whitney U Test. Through this research article the need and expectation of the customer will be revealed and favorable tricks to be followed for customer satisfaction will be highlighted.
Key Words: Customer,need of customer, Customer satisfaction and customer happiness index.

Introduction

"Customer the king" customer is the ultimate market capturer. Concerns work on the direction towards satisfaction of the wants and needs of the customer. The needs and wants of customers keeps oscillating round the aisle as the market trend transforms at trending phase. If a marketer feels marketing standing as a strategy to earn improved profit, it calls for varied techniques. "Let the seller be aware" calls for a more cautious view from the seller. More than the wants it is vital to understand what thrives or attracts the customer to have longed and repealed purchase in the concern. Happiness is a state of emotional balance, which holds a hand in hand relationship. When it comes to understanding the desire of the customer, the seller or marketer should analyse the major factors that contribute towards their happiness. Some customers would be inclined to make purchases based on the convenience they experience in a particular mode of procurement. For few, technology would be the factor that drags them to stick on to a mode of purchase which keeps them to be a follower. The choice varies among individuals. It would be hard for a concern to satisfy different strata of people following one technology. Therefore it is advisable to adopt unified techniques to unique customers.

Statement of Problem

In the current scenario, 80 per cent of Indian customers are shopping both online and offline and still consider physical shopping. The greatest asset to any retail business is the customers and their happiness in shopping, and giving such experience to meet the customers expectation is a greater task for the retail owners. The main task is to identify the comfort points of the customers and bridge the gap between retail stores, customers and their shopping experience. Knowing the customer's perception and expectation based on the factors that influence will have a greater impact on the business. Objectives of the study to understand the needs and concerns of the patron. To analyze the factors that influence the customer happiness index methodology of the study the study involves both primary and secondary data. The source material for secondary data is collected from books, journals and the internet. The primary data was collected by distributing questionnaires to 100 respondents. The study is based on random and convenience sampling. The collected data is presented in the form tables. Statistical tool mann whitney u test were used to test the hypotheses of the study. Hypotheses of the study there is no significant difference between the gender of the respondents and the factors influencing customer happy index.

Review of literature

Measuring employee happiness in the uae – integrating organizational data into the national statistics (2020) analyzed a simple data collection approach at the organizational level in capturing the individualized account of happiness which, they recommend and correlated with organizational productivity and fed into the overall national statistics on gross national product and public well-being. Data driven customer experience and the roadmap to deliver happiness (2017) the study focuses on the mechanism of achieving customer happiness and to ensure the effectiveness and efficiency of customer service initiatives. The study also has identified the factors that can elevate customer happiness and suggested on how to shift customers from comfort to happiness zone.

Need of Customer

Something which happens to be the basic requirement is coined as needed. It is universally accepted that need varies from customer to customer. Need of customer could be carter to various expectations need for quality product availability of product at economic price ease in access to the product availability of after sale service comrades to customers, why is customer happiness capacious to business customer service plays a vital role in making customers happy. The act of the retail employees reflects highly on the customers' satisfaction. Online shopping may have pros but a customer's feeling of buying a product by touch cannot feel the product. A few key benefits of customer happiness index are improving the efficiency of your support team helps you forecast and work proactively helps you in understanding the needs and concerns of your unhappy customers assists in retaining customers

Analysis & Data Interpretation

TABLE 1. Tabulation of Demographic Variables in The Study

S.NO	Demographic Factors	Particulars	Frequency	Total
1	Gender	Male	47	**116**
		Female	53	
2	Qualification	UG	40	**100**
		PG	38	
		Doctorate	22	
3	Occupation	Government Employee	2	**100**
		Private Employee	54	
		Professional	8	
		Student	36	
4	Marital Status	Married	60	**100**
		Unmarried	40	
5	Income Status of the respondents	>15000	20	**100**
		15000-25000	35	
		25000-35000	20	
		>35000	25	

Source: Primary Data

The above table 4.1 shows the demographic variables used in the study. The demographic variable differs according to the respondents in the study area. Testing of hypothesis mann Whitney u test for significant difference between gender of the respondents and the factors influencing customer happy index. Null hypothesis: there is no significant difference between the gender of the respondents and the factors influencing customer happy index.

TABLE 2. Representing Mann Whitney U Test Table

Particulars	Mean Rank of Gender of the respondents		Z Value	P Value
	Male	**Female**		
Product Factor	56.99	72.95	.210	.021
Service Factor	58.96	54.09	.371	.003
Technological Factor	60.61	38.32	.213	.011
Ambience Factor	56.74	75.32	.041	.000

Shopping Experience	56.38	78.77	.015	.040

Source: Computed Data

Since the P Value is lesser than the 5% of significance level, null hypothesis is rejected. Hence there is a significant difference between mean rank of the gender of the respondents and the factors influencing Customer Happy Index.

Conclusion of the Study

In order to find the need and happiness index of the customer's variety of factors to be considered, which included product factor, service factor, technology factor, ambience factor and shopping experience. In general, the study carries both internal and external factors that contribute to delivering happiness; to investigate and measure the customer experience through various factors. The objectives of the study were identifying the factors influencing customer happiness, which was considered as the enabler to deliver service with happiness by the retail employees. From the study it is revealed that the happiness index of customers differs based on gender. Satisfied customers have a long and satisfied relationship in the concern. A satisfied customer would add value to the brand and repeated purchase adds more value to the customer and helps in boosting their retention to earn better profit suggestions of the study above results and proposed framework represent how important it is to pay attention in studying the customer happiness and the driver's of happiness for each segment of the business. Understanding the segment of the customer and what can make them happy will help in customizing services and products to meet not only their needs and satisfaction but also to build long lasting experience. We can emphasize on few suggestions that we can consider as managerial implications to make our customer happy and to run a successful business based on customer centric: - organizations should consider the importance of developing happiness-driven experience rather than satisfaction-driven experience- this will help products to sustain the long lasting experience and will differentiate your products from others. - the importance of segmenting customers and understanding what each segment will need and expect that you can build your service or product on that. -this will motivate organizations to design products and services that can meet customer needs and exceed customer expectations in every touch point.

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