

A Study on Satisfaction of Services Provided by Naturals Unisex Salon towards their Customers at Chennai City, Tamil Nadu

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Received 05 November 2018 ▪ Revised: 23 November 2018 ▪ Accepted: 02 December 2018

Abstract: Customer satisfaction has a positive effect on an organization's profitability. The more customers are satisfied with products or services offered, the more are chances for any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth marketing. Customer satisfaction leads to repeat purchases, loyalty and to customer retention. This study is an attempt to analyze the satisfaction of services provided by Naturals Unisex salon towards their customers at Chennai city, Tamil Nadu.

INTRODUCTION

Customer satisfaction is a measurement of how products and services produced by the company meets the expectations of the customers. Customer satisfaction plays an important role for the success of the company. Without satisfying the customers no company can continue its businesses. Companies are interested in retaining customers. Retaining more customers the reputation of the company increases. Customer satisfaction is the fundamental requisite which all companies must adopt. The companies should try to understand the demand of their customers and attempt to provide the service to their fullest extent. Customer satisfaction is one of the most important metrics in marketing, since firms regard customer satisfaction as one of the key business goals for evaluating the effectiveness of their business operations so all the firms started to know the importance of customer satisfaction.

Advantages of Customer Satisfaction

- **Current Satisfaction Feedback:** The primary benefit of the mechanism is to gather the customer's current thoughts on various aspects of the business. Comparison of customer expectations and the services or product offered can be made. This enables to provide business long term strategies for the development. It is always useful to gain insight on how the customer is currently feeling about the company.
- **Tracking Changes in Feedback:** We can run the feedback mechanism so often in order to continue to gain feedback. Because surveys can have the same questions, this will allow us compare data over time and check if there are any changes. Same questions will help in knowing better satisfaction level of the customers.
- **Customers will remain loyal:** If the customers are satisfied to a great extent then they will remain loyal to the company and they will not shift the company in any case so the company must concentrate in satisfying its customers in order to increase their reputation and can retain many customers.
 - **Make them feel special:** Customers like to be asked for their feedback. It gives the customer the perception that the company values them and is committed to keeping them as a long-term customer this will make the customers feel special and they will remain loyal to the company for a very long
 - **Increase Referrals:** The more loyal customers are to a business, the more likely they are to refer the products or services to friends, family and business associates. Referrals are advantageous to businesses as they cut down on advertising expenses. Customers who come to businesses through referrals also generally are prequalified, which makes it easier to turn them from prospective customers to buyers.

OBJECTIVE OF STUDY

1. To study about the customer satisfaction towards the service
2. To know about the customer satisfaction towards the service provider

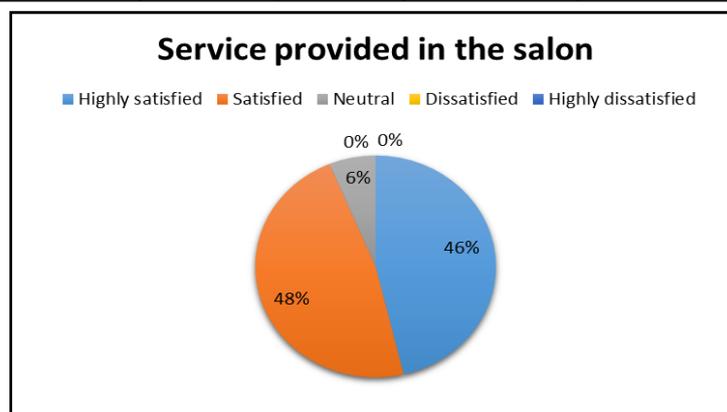
RESEARCH STUDY

This research was done using close ended questionnaire. Around 80 questionnaires were circulated to the customers of Naturals salon in Chennai city. About 52 questionnaires were circulated to male respondents and 28 were circulated to female respondents. The questionnaire was designed based on the objectives of the study. The questionnaire contains the information regarding the services provided by the Naturals salon and the 5 point scaling method was used to evaluate out the satisfaction. Convenient sampling method was chosen. Initially, in order to get the in depth information open end questions were asked to selective few representatives in the organization. The primary data was collected using close ended questionnaire.

RESEARCH ANALYSIS

a. Service provided: Table :1

Highly satisfied	satisfied	Neutral	dissatisfied	Highly dissatisfied
37	38	5	0	0



Inference

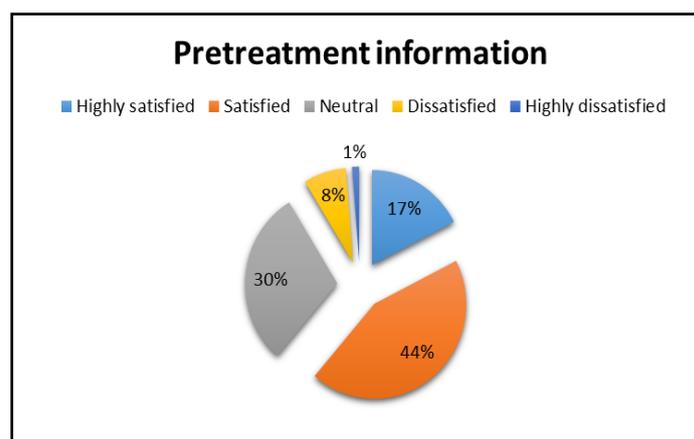
It is found that around 46% of the respondents are highly satisfied regarding the services provided by the salon. No respondents were dissatisfied regarding the services provided.

b. Pre treatment information: Table :2

Highly satisfied	satisfied	Neutral	dissatisfied	Highly dissatisfied
14	35	24	6	1

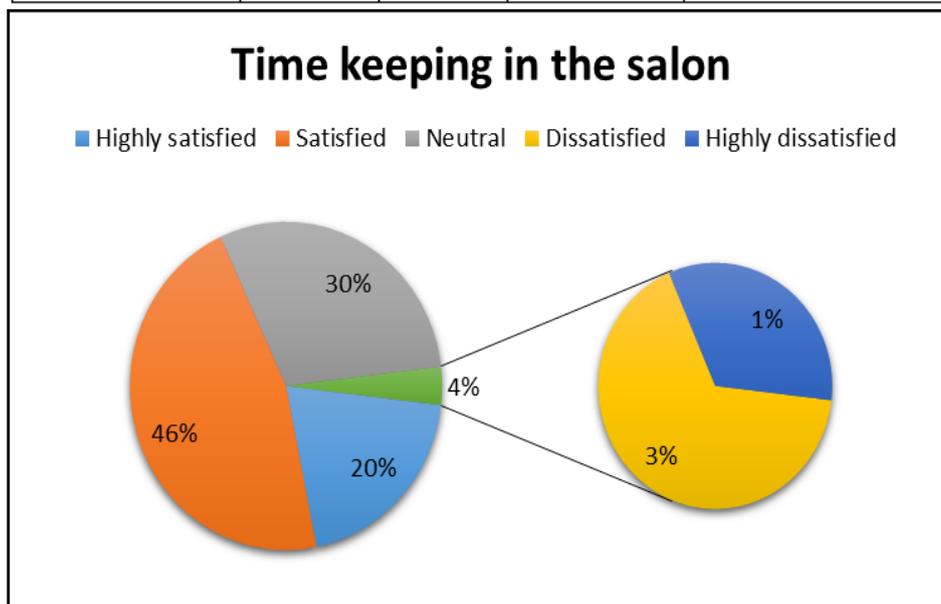
Inference

It is found that around 44% of the respondents are satisfied regarding pretreatment information provided by the salon.



c. **Time keeping: Table 3**

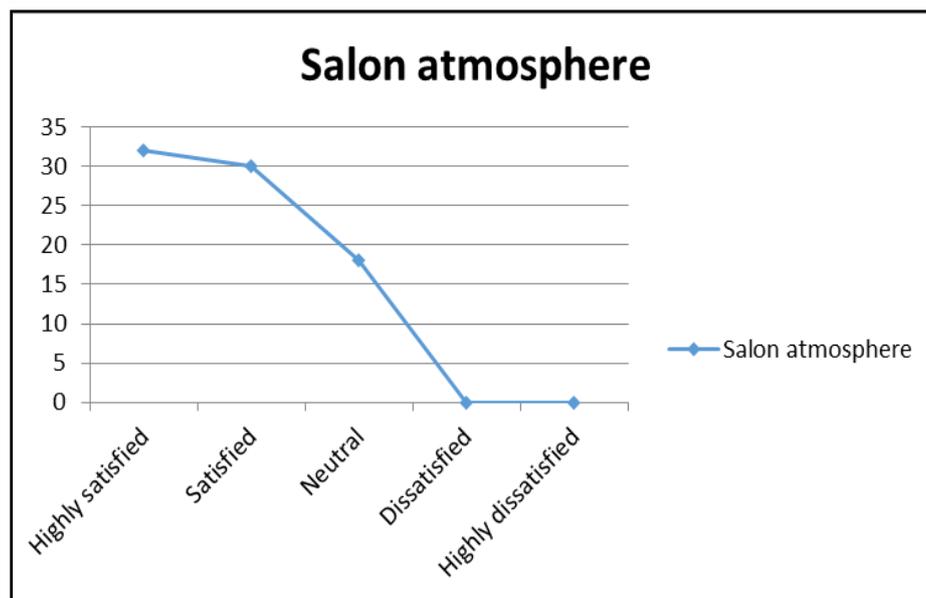
Highly satisfied	satisfied	Neutral	dissatisfied	Highly dissatisfied
16	37	24	2	1

**Inference**

It is found that around 46% of the respondents are satisfied regarding the time keeping in the salon. Around 4% of the respondents were dissatisfied regarding the time keeping.

d. **Salon atmosphere: Table 4**

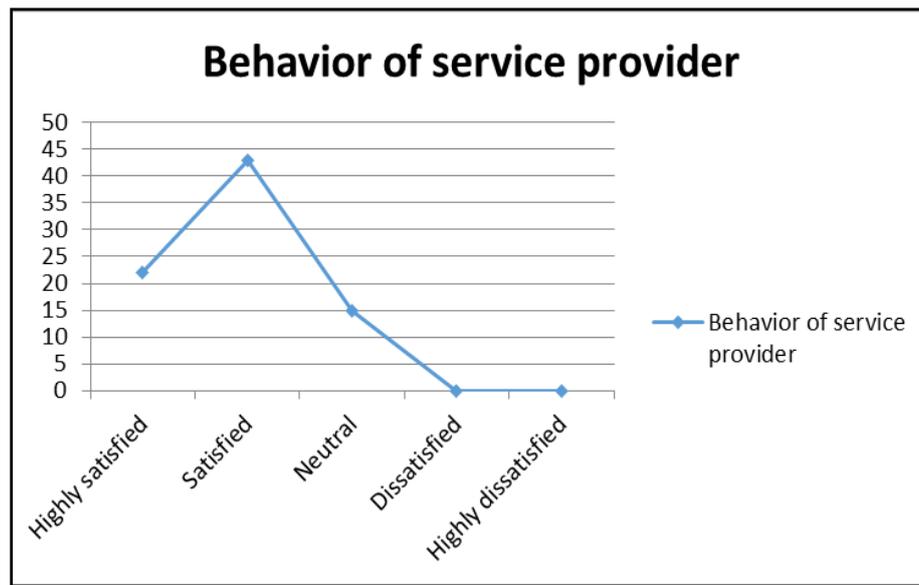
Highly satisfied	satisfied	Neutral	dissatisfied	Highly dissatisfied
32	30	18	0	0

**Inference**

It is found that around 30% of the respondents are satisfied regarding the salon atmosphere. No respondents were dissatisfied regarding the atmosphere of the salon.

e. **Behaviour of service provider: Table 5**

Highly satisfied	satisfied	Neutral	dissatisfied	Highly dissatisfied
22	43	15	0	0

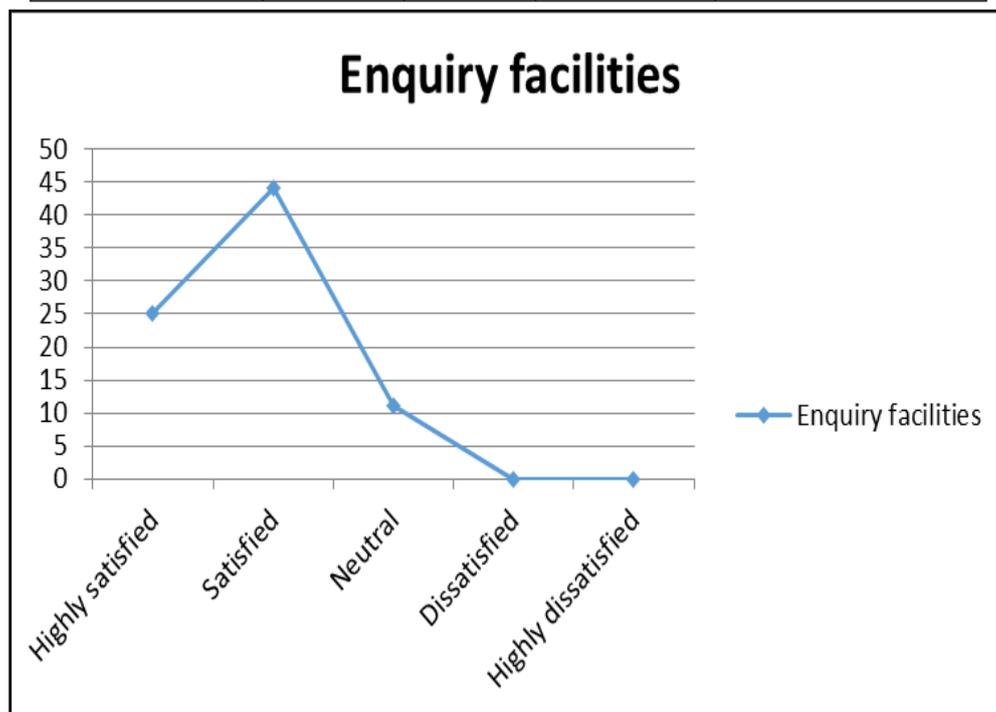


Inference

It is found that around 30% of the respondents are satisfied regarding the salon atmosphere. No respondents were dissatisfied regarding the atmosphere of the salon.

f. Enquiry facilities : Table 6

Highly satisfied	satisfied	Neutral	dissatisfied	Highly dissatisfied
25	44	11	0	0

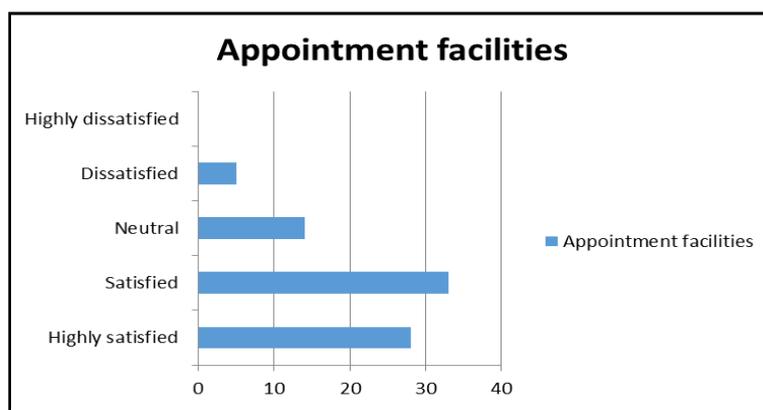


Inference

It is found that around 45% of the respondents are satisfied regarding facilities of enquiry. No respondents were dissatisfied regarding facilities of enquiry.

g. Appointment facilities : Table 7

Highly satisfied	satisfied	Neutral	dissatisfied	Highly dissatisfied
28	33	14	5	0

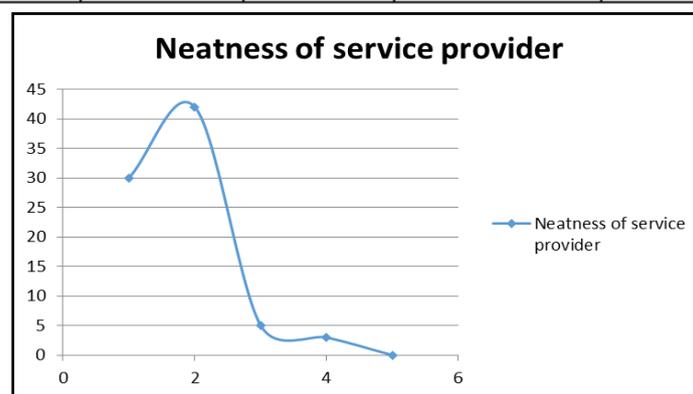


Inference

It is found that more than 30% of the respondents are satisfied regarding facilities of appointments.

h. Neatness Maintained : Table 8

Highly satisfied	satisfied	Neutral	dissatisfied	Highly dissatisfied
30	42	5	3	0

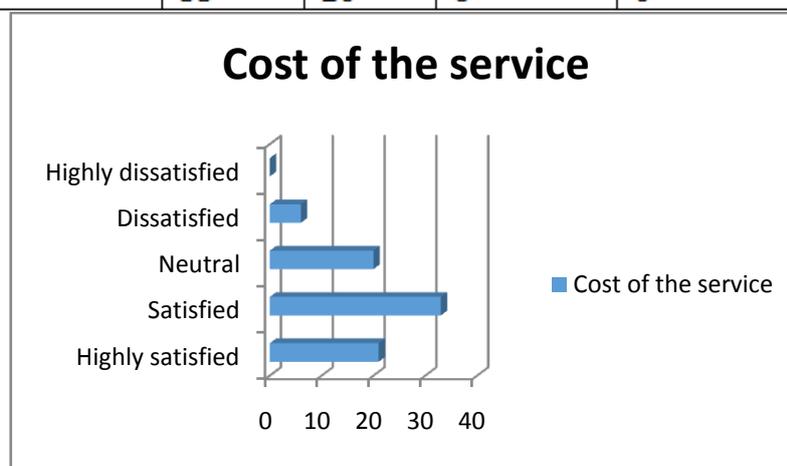


Inference

It is found that more than 40% of the respondents are satisfied regarding neatness maintained.

i. Cost : Table 9

Highly satisfied	satisfied	Neutral	dissatisfied	Highly dissatisfied
21	33	20	6	0



Inference

It is found that more than 30% of the respondents are satisfied with the cost charged on services. To a surprise that no respondents were dissatisfied regarding costs.

CONCLUSION

Customer satisfaction is an important process and all companies aim at satisfying their customers and tries to retain the customers. A pioneer in the concept of Unisex Salons in India, Naturals Beauty salon is the one that has revolutionized the concept of beauty and styling in current days. Naturals uses the best quality products like oreo, wella and many branded products. Training and Smart promotions are the main USP's that make Naturals the most sought after and fastest growing beauty retail chain.

This study reveals that the customers are satisfied with Naturals salon and many of the customers acknowledged that they are very happy with the service provided in the salon. The suggestions made by the respondents for further improvements are as follows:

- Waiting time for the services can be avoided by initiating new strategies.
- Use of branded chemicals can be replaced by using herbal based products.
- The products and its brand used in the services could be shared to the customers so that the customer can identify the same brand usage gets continued.
- Home services such as mehendi, hair dressing, etc could be initiated at least during marriage occasions.

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