

# A STUDY ON CUSTOMER SATISFACTION IN MUTHOOT FINANCE, VENKATAGIRI.

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## Abstract

My study report gives a brief on Customer Satisfaction and the techniques of achieving Customer Satisfaction. It focuses on customer's perceptions. Many firms are interested in understanding what their customers thought about their shopping or purchase experience, because finding new customers is generally more costly and difficult than servicing existing or repeat customers. Such researches provide a wider scope to the firms in the terms of high customer satisfaction. "Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services."

**Key words:** Customers, Purchase experience, Repeat Customers.

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## Introduction:

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." In the survey of nearly senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

The authors also wrote that "customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal use is twofold:"

"Although sales or market share can indicate how well a firm is performing currently, satisfaction is perhaps the best indicator of how likely it is that the firm's customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes."

**Collection of data** : Primary & Secondary

**Sample Size** :100

**Research Design** : Descriptive research design

**Data Collection Tool:** Questionnaire.

## NEED FOR THE STUDY:

- Customer satisfaction plays a vital role in the company's growth. If customers are satisfied with the product or service, the company can expand otherwise it has to focus the areas where customers are not satisfied, for this, we need to study the Customer satisfaction of the company. The present study focuses on customer satisfaction of Muthoot Finance in Venkatagiri.

**Scope of the study:**

The survey is purely based on the Venkatagiri and has focused on customers. The study covers the information about the mind set of customers may varies from situation & where the respondents may not be able to give required and accurate information.

**Objectives of the study:**

- To analyse the rate of customer satisfaction.
- To know about the preferences of the customers.
- To know the gold loan facility provided by Muthoot Finance Ltd
- To analyse customer’s satisfaction level towards gold loan provided by Muthoot Finance.

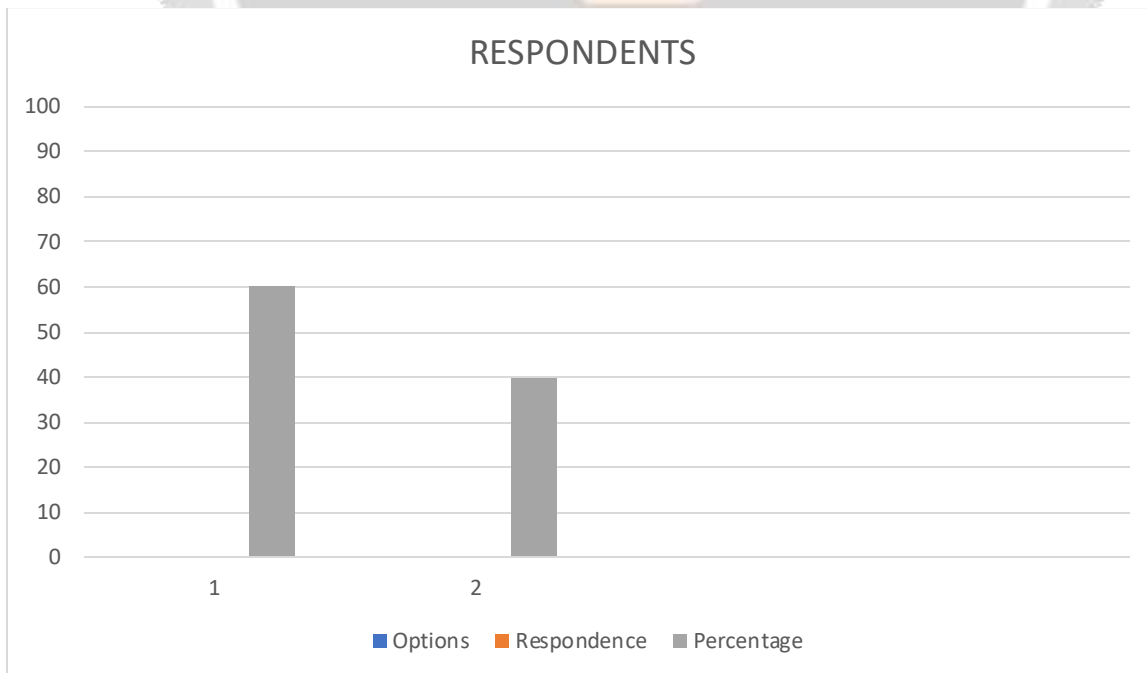
**Limitations of the study:**

- Issues with research samples and selection.
- Insufficient sample size for statistical measurements.
- Lack of previous research studies on the topic.

**DATA ANALYSIS AND INTERPRETATION**

**Q 1) Satisfactions of Muthoot finance PVT Ltd**

Options	Response	Percentage
YES	60	60
NO	40	40
Total	100	100

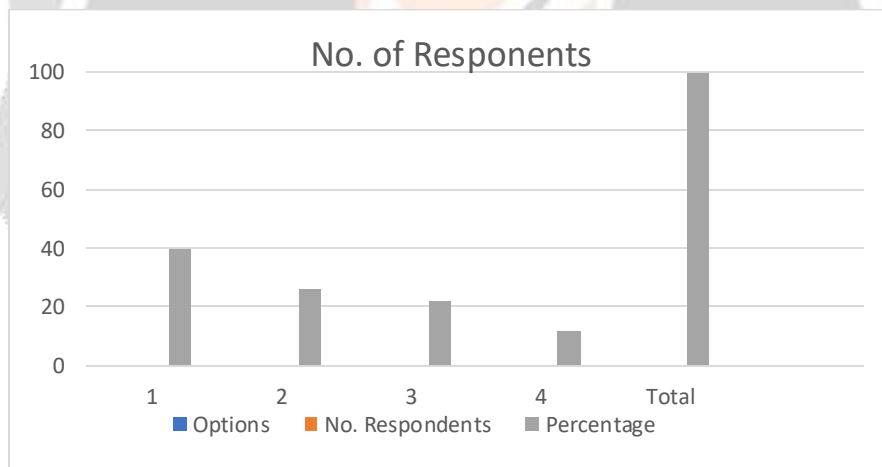


**Interpretation:**

From the above chart shows that 60% of the respondents are satisfied and 40% of the response are not satisfied with Muthoot finance.

**2) Customer satisfaction levels on Service**

S .no	Options	No. Respondents	Percentage
1	Highly Satisfied	40	40
2	Satisfied	26	26
3	Dissatisfied	22	22
4	Highly Dissatisfied	12	12
	Total	100	100

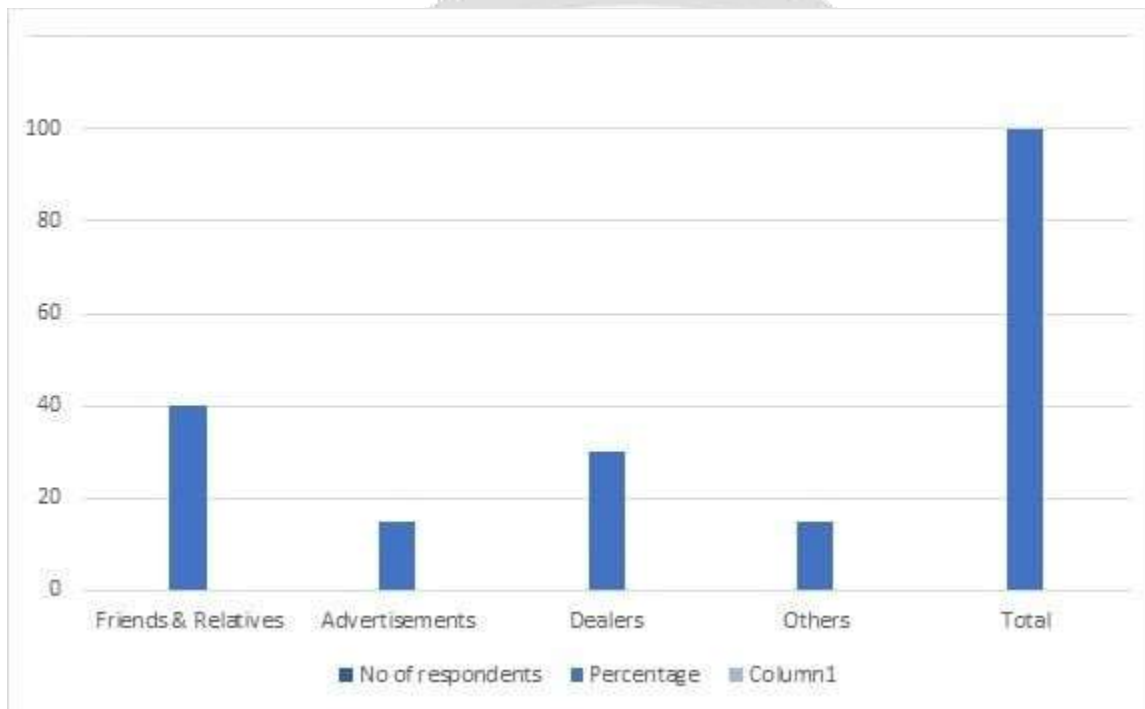


**Interpretation:**

From the above chart shows that 40% of the respondents are highly satisfied ,26% of the response are satisfied, 22% of the response are dissatisfied and 12% of the response are highly dissatisfied with Muthoot finance services.

**3) Awareness about Muthoot finance Pvt Ltd through**

S.no	options	No of respondents	Percentage
1	Friends & Relatives	40	40
2	Advertisements	15	15
3	Dealers	30	30
4	Others	15	15
	Total	100	100



**Interpretation:** From the above chart shows that 40% of the respondents are aware of through friends and relatives, 15% of the respondents are aware of through advertisements, .30% of respondents are through dealers of Muthoot finance.

**Findings:**

- Muthoot Finance Clear That 66% Of the Respondents Are Satisfied with Service.
- 70% of the respondents are satisfied by Quality services while purchasing Muthoot Finance gold loans.
- 70% Of the Respondents Are Satisfied with Price of Muthoot Finance When Compared with Other Brand Prices.
- Muthoot Finance is inferred that 40% of the respondents are aware of Muthoot finance through friends and relative.

**Suggestions:**

- I would like to suggest that Muthoot Finance invest or expense their money into advertisement and they have to cover more customer because in gold loan market there are many banks which are giving tough competition to the Muthoot Finance.
- There are Malappuram bank, IIFL gold loan, Muthoot Fincorp are the competitors of the Muthoot Finance and they have to give fight to these banks.
- Muthoot Finance is providing many other services with gold loan.

**Conclusion:**

From my research I can conclude that there are more middle-class families who get benefit of Muthoot Finance's services. There is mostly small-scale Businesses, are take visit of Muthoot Finance's. Most of respondents are satisfied from the services which are provided by home loans, and personal loans. Low-income earner people take more loan as compare to high income earner.

**References:**

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**Websites:**

[www.Muthootfinance.com](http://www.Muthootfinance.com)

[www.Muthootfinance.com/personal\\_loan](http://www.Muthootfinance.com/personal_loan)

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