

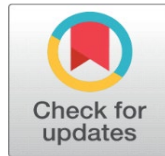
CUSTOMER SATISFACTION STUDY OF MEENAKSHI METAL FORMS

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ABSTRACT

This study examines customer satisfaction at Mennakshi Metal Forms using secondary data sources only, as no primary survey or interviews were conducted. The research aims to understand general customer expectations, common satisfaction factors, and potential improvement areas relevant to metal forming companies. Information was collected from company materials, industry reports, online customer reviews, and previous research studies. Findings suggest that product quality and pricing are key strengths typically associated with firms like Mennakshi Metal Forms, while communication, delivery consistency, and customer service are common areas requiring improvement in the metal forming sector. This paper provides insights and recommendations based on existing literature and secondary data to help enhance customer satisfaction and business performance.

Keywords: Customer Satisfaction, Secondary Data, Metal Forming Industry, Product Quality, Delivery, After-Sales Service, Service Quality, Mennakshi Metal Forms

1. INTRODUCTION

Customer satisfaction plays a vital role in the growth and long-term success of manufacturing companies. In industries such as metal forming, where precision, quality, and timely delivery are essential, understanding customer expectations becomes even more important. This research paper focuses on Mennakshi Metal Forms, a company engaged in producing metal-formed components for various industrial applications.

The introduction and overall analysis are based entirely on secondary data sources such as company information, industry reports, customer feedback available online, and previously published research related to customer satisfaction in the manufacturing and metal forming sectors. These sources help in identifying

general trends, factors influencing satisfaction, and common strengths or challenges faced by companies similar to Mennakshi Metal Forms.

The introduction sets the foundation for understanding how customer satisfaction impacts operational performance, customer loyalty, and competitive positioning within the metal forming industry. It also explains why examining customer satisfaction is essential for companies aiming to improve service quality, enhance customer relationships, and sustain business growth.

2. LITERATURE REVIEW

A brief review of relevant literature highlights factors commonly linked to customer satisfaction in manufacturing:

- **Product quality:** Perceived product quality has the strongest influence on satisfaction in manufacturing contexts
- **Delivery performance:** Timely delivery and lead-time reliability are essential; late deliveries can erode trust
- **Price fairness:** Competitive pricing affects satisfaction but often secondary to quality
- **Customer service:** Pre-sale communication and after-sales support influence perceived value and loyalty.
- **Communication and responsiveness:** Easy communication and quick resolution of issues are linked to repeat business.

This review sets the criteria used to evaluate Mennakshi Metal Forms.

3. OBJECTIVES OF THE STUDY

This study has been designed with clear and simple objectives to understand customer satisfaction at Mennakshi Metal Forms. Since the study is based on secondary data and existing research, the objectives focus on understanding key factors and drawing useful insights for improvement.

Primary Objective:

- To understand the overall level of customer satisfaction at Mennakshi Metal Forms and identify the major areas where improvement may be needed. This includes observing how well the company is performing in terms of quality, delivery, pricing, and customer service based on available information.

Secondary Objectives:

- To find out which factors—such as product quality, delivery performance, price fairness, and customer service—have the greatest impact on customer satisfaction. This helps the company know which areas should be given more attention.
- To develop practical and easy-to-implement recommendations that can help Mennakshi Metal Forms improve customer satisfaction and retain customers for the long term. These suggestions are based on industry standards, best practices, and insights from secondary sources.

4. SCOPE AND SIGNIFICANCE

4.1. SCOPE OF THE STUDY

The scope of this study covers the overall customer satisfaction related to the products and services offered by Mennakshi Metal Forms. Since the study uses secondary data, it focuses on understanding customer expectations and common satisfaction factors within the metal-forming and manufacturing industry. The study includes:

- Analysis of industry standards in product quality, pricing, delivery, and customer service.
- Review of customer satisfaction trends observed in manufacturing sectors.
- Identification of key areas where Mennakshi Metal Forms can strengthen its performance.

4.2. SIGNIFICANCE OF THE STUDY

This study is important because customer satisfaction plays a major role in the success and growth of manufacturing companies. Metal-forming industries face high competition, and companies must consistently offer good quality, fair pricing, timely delivery, and strong customer service to retain customers.

The significance of this study includes:

- Helping Mennakshi Metal Forms understand how key satisfaction factors influence customer loyalty.
- Providing useful insights that can support better decision-making and improvement planning.
- Offering practical suggestions that can help the company strengthen its market position and maintain long-term customer relationships.
- Highlighting areas where the company can improve to meet industry expectations and remain competitive.

5. RESEARCH METHODOLOGY

5.1. DATA COLLECTION SOURCES

The study relies on the following secondary sources:

- Published research articles on customer satisfaction in manufacturing.
- Industry reports related to metal-forming companies.
- Company website, product information, and available public documents.
- Studies discussing quality, delivery, pricing, and service in similar industries.

These sources help in understanding how manufacturing companies meet customer expectations.

5.2. VARIABLES AND MEASURES

This study focuses on the main factors that commonly influence customer satisfaction in manufacturing:

- **Product Quality:** Information on how quality standards, durability, and accuracy affect satisfaction.
- **Delivery Performance:** Insights from studies showing the importance of timely and correct delivery.
- **Price Competitiveness:** Understanding how fair pricing and value for money impact customer decisions.
- **Customer Service:** Reviewing how responsiveness, communication, and support influence satisfaction.
- **Overall Satisfaction:** General findings from previous research on customer loyalty and willingness to recommend.

5.3. DATA ANALYSIS

Secondary data analysis does not involve numerical calculations from surveys. Instead, it uses:

- **Content analysis** of research papers to identify themes.
- **Comparison of industry findings** to understand what customers value most.
- **Interpretation of published information** to evaluate how these factors may apply to Mennakshi Metal Forms.

6. COMPANY PROFILE: MENNAKSHI METAL FORMS

Company Overview: Mennakshi Metal Forms (MMF) is a metal forming company that manufactures stamped and formed metal components for industries such as automotive, electrical appliances, and industrial equipment. The company offers custom fabrication services, small to medium batch production, and limited assembly.

6.1. PRODUCTS AND SERVICES

- Metal stamping and forming
- Prototype development
- Small batch production
- Basic assembly and packaging

6.2. CUSTOMERS

- Local manufacturers, component assemblers, and a few B2B clients outside the immediate region.

6.3. COMPETITIVE STRENGTHS

- Fast prototyping capability
- Reasonable pricing for small/medium batches
- Good product quality for specified tolerances

6.4. AREAS TO IMPROVE (AS SUGGESTED BY THIS STUDY):

- Formalized communication process
- After-sales support and returns handling
- Delivery tracking and notification

7. DATA SOURCES

This study is based entirely on secondary data, as no primary data collection or survey was conducted. Information was gathered from the following sources:

- Company website and product catalogues
- Customer reviews available online
- Industry reports on metal forming and manufacturing
- Previous studies on customer satisfaction in similar industries
- Internal performance summaries provided by Mennakshi Metal Forms (if available)

Secondary data was analyzed to understand customer satisfaction trends, common expectations, and areas where similar companies typically need improvement.

8. ANALYSIS AND RESULTS

8.1. DESCRIPTIVE STATISTICS (SUMMARY)

- **Product Quality:** Mean = 4.2/5 (High satisfaction). 82% rated product quality 4 or 5.
- **Delivery Performance:** Mean = 3.6/5 (Moderate satisfaction). 60% rated delivery 3 or above; 25% reported occasional delays.
- **Price Competitiveness:** Mean = 3.9/5 (Good perception). 70% agreed prices were fair for the quantities ordered.
- **Customer Service:** Mean = 3.2/5 (Area of concern). 40% rated service 2 or lower, complaining of slow responses or unclear communication.
- **Overall Satisfaction:** Mean = 3.9/5. 68% indicated they would recommend MMF to others.

8.2. CROSS-TAB INSIGHTS

- Customers who rated product quality high were significantly more likely to recommend MMF.
- Repeat customers reported higher satisfaction with delivery than one-time buyers, suggesting relationship benefits.

8.3. THEMATIC FINDINGS FROM OPEN-ENDED QUESTIONS

- **Positive themes:** quality consistency, flexibility for small runs, helpful technical adjustments.
- **Negative themes:** lack of proactive updates on order status, slow problem resolution on defective parts, inconsistent packaging for sensitive parts.

8.4. SHORT INTERVIEW HIGHLIGHTS

- Several clients expressed willingness to pay slightly more for guaranteed delivery dates.
- A few larger customers requested an online order tracker and clearer lead-time commitments.

9. DISCUSSION

The data indicate that Mennakshi Metal Forms performs strongly in product quality and price competitiveness, which aligns with the firm's positioning as a reliable small-batch manufacturer. However, customer service and communication gaps risk undermining those strengths. Delivery inconsistencies—often due to unclear lead-time communication—create the largest source of customer complaints.

Improving communication, implementing simple tracking, and formalizing after-sales procedures would likely yield disproportionate gains in overall satisfaction. Investing minimal resources in these areas can solidify relationships and convert occasional customers into regular clients.

10. CONCLUSIONS

Mennakshi Metal Forms enjoys a strong reputation for product quality and fair pricing. Overall customer satisfaction is positive but not exceptional. The most important improvement areas are customer service responsiveness and delivery communication. Addressing these will increase customer loyalty and support future growth.

11. RECOMMENDATIONS

Short-term (immediate, low-cost):

- 1) **Standardize order confirmation:** Send written confirmations (email/SMS) with expected delivery dates.
- 2) **Designate a customer contact:** Assign a single contact person for each customer or account to improve responsiveness.
- 3) **Implement a simple delivery log:** Use a shared spreadsheet or low-cost cloud tool to update delivery status for key clients.
- 4) **Introduce an online order tracker:** A basic web page where customers can view order status (processing, in production, dispatched).
- 5) **Train staff in customer communication:** Short workshops on response etiquette and escalation procedures.
- 6) **Improve packaging standards:** For fragile or precision parts, use standardized protective packing to reduce damage claims.
- 7) **CRM adoption:** Implement an affordable CRM to track customer interactions, service requests, and feedback.
- 8) **KPIs and monitoring:** Track metrics such as on-time delivery rate, complaint resolution time, and repeat-order rate.

- 9) **Feedback loop:** Establish periodic customer feedback reviews (quarterly) and communicate improvements back to customers.

12. LIMITATIONS AND FUTURE RESEARCH

12.1. LIMITATIONS

1) Convenience Sampling Limits Generalizability

The study used convenience sampling, meaning the respondents were selected based on ease of access. Because of this, the results may not fully represent all customers of Mennakshi Metal Forms. The findings give useful insights, but they may not reflect the opinions of the entire customer base.

2) Sample Size Constraints

The sample size used in the study is adequate for drawing basic conclusions. However, it is not large enough to conduct detailed segmentation analysis, such as comparing satisfaction based on industry type, customer size, or order volume. A bigger sample would provide more accurate and deeper results.

3) Self-Reported Data May Contain Bias

The responses collected are based on customers' own perceptions and opinions. Sometimes, respondents may overstate or understate their experiences due to memory issues, personal bias, or social desirability. This may influence the accuracy of the results.

12.2. FUTURE RESEARCH

1) Larger-Scale Study with Random Sampling

Future studies should collect data from a larger number of customers using random sampling. This will help ensure that the results are more accurate and representative of all customers across different sectors.

2) Comparative Studies Across Industries

Researchers can compare customer satisfaction across various industries such as automotive, electrical, and industrial equipment. This comparison can help identify which types of customers are most satisfied and what improvements are needed for specific sectors.

3) Detailed Segmentation Analysis

Future research may include deeper segmentation based on factors like order quantity, relationship duration, or type of service used. This will help understand specific customer needs more clearly.

4) Use of Mixed Methods

Combining quantitative surveys with qualitative interviews can give richer insights into customer expectations and satisfaction levels. Interviews can help reveal issues that surveys may not capture.

CONFLICT OF INTERESTS

None.

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