



CONSUMER SATISFACTION AND CONSUMER DELIGHT

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Abstract: *Today's business environment faces their toughest competition ever. In highly competitive economic growth system, the success, survival and growth of firms warrant accurate knowledge about consumers – their behavior, needs about product and services. So it becomes crucial task for every marketing manager /organization/ business unit to understand consumer. But major part of success of every business unit is consumer satisfaction which totally depends on strong customer relationship.*

JOHN CHAMBERS, CEO OF CISCO SYSTEM, put it well, 'make your customer the center of your culture.'

Consumer satisfaction is not only a means to earn profit but also the socio-economic justification for the survival of a business enterprise. No doubt profits are the major incentive for being in the business and a prerequisite for remaining in business. The profitable satisfaction of the consumer wants requires an integration and coordination of all business activities and this can be achieved through customer oriented plans and strategies. Future success will be assured only by having the right product linked with right promotion at the right time, right place and at right price .what is right is decided by the consumer. As India has different culture, religion, language, customs, life-style etc. consumers' needs also vary from consumer to consumer. Consumer satisfaction is the critical strategic weapon for the 1990s and beyond for any type of organization. But if every business unit can move consumer from being simply satisfied to delighted, the business benefits are enormous.

Keywords: *Consumer, delight, satisfaction, product , company*

OBJECTIVE

To study basic element consumer satisfaction

WHO IS CONSUMER?

A consumer is anyone who receive a product either a good or a service from an organization. And consume it.

Internal consumer: it includes

- Colleagues
- Supervisors/ managers



- Staff in other functional departments

External consumer: it includes

- A consumer is the most important person associated with the company, either in person, on the telephone or via any correspondence.
- A consumer is a person without whom we would not continue to prosper. It is our job to ensure the consumer continued having pleasure with our products.
- A consumer is not dependent on us – we are dependent on the consumer.

Definition of consumer

“A consumer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption of work. He is the purpose of it. He is not an outsider of our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us the opportunity to do so”.

CONSUMER SATISFACTION

Consumer refers to the extent to which consumer are happy with the products and services provided by any business organization. In general way ‘satisfaction’ means a person’s feelings of pleasure or displeasure resulting from comparing a product’s outcome and perceived performance in relation to his or her expectation and if performance and outcome of any product becomes fall short of his/her expectations then consumer dissatisfied.

Definition of consumer satisfaction:

In simple words,” consumer satisfaction is the consumer’s perception that a vendor has met his expectations fully, efficiently and promptly. Consumer satisfaction is the summary of the opinion of consumer about the vendor. In the different analysis consumer choose a vendor who provides him more value for their money and with whose product consumer is comfortable and satisfied.

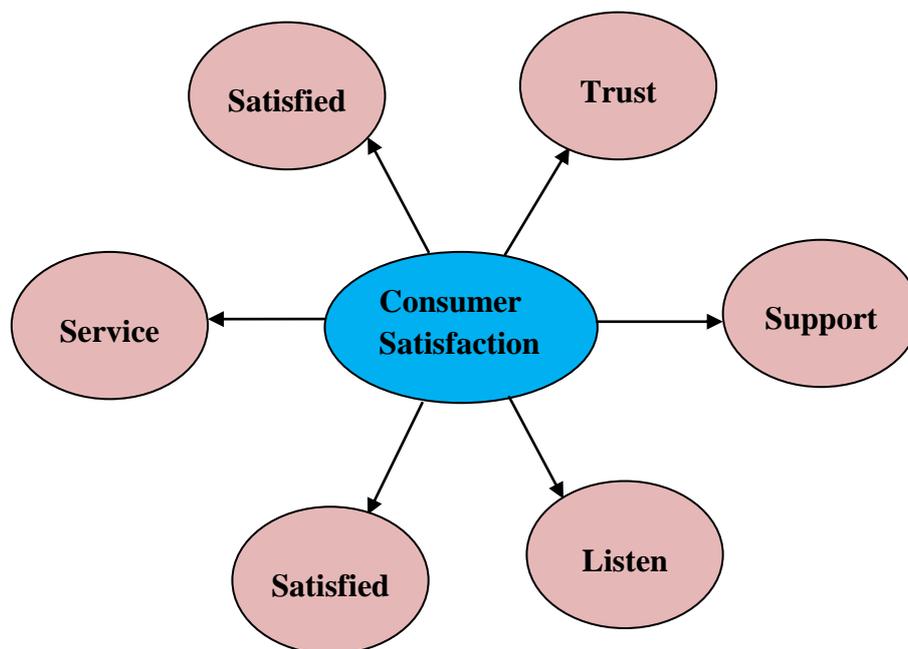
Because today’s era known as consumer oriented and every firm who want to attract number of consumers always try to create high consumer satisfaction, that is not its ultimate goal. Because every company established with profit motive but without consumer satisfaction it is not possible. So that’s why consumer satisfaction becomes at first place for every business organization. If company increase consumer satisfaction by decreasing its



product price or increase its services, the result may be lower profits. In this case suggestion for every firm is increase its product utility.

Example: Consumer Satisfaction towards CADBURY'S CHOCOLATE

The Cadbury has taken the opportunity to offer us a broader view of chocolate category. The Cadbury India's no. 1 is able to share with their market insight based upon unparalleled breath of chocolate experience. In this way Cadbury provide high level satisfaction with more value of their consumer's money.



Main ingredient of consumer satisfaction:

Consistency is the secret ingredient to making consumer satisfied. Consistency may be one of the least inspirational topics for the business organization's managers. There are three keys to consistency.

Consistency

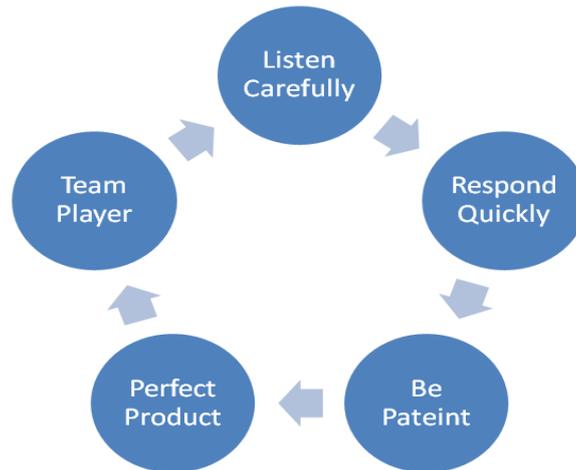
- Consumer/journey consistency
- Emotional consistency
- Communication consistency

Principles of consumer satisfaction

There are certain general principles will sharpen a person's ability to satisfy consumers and thereby improve their retention. Satisfaction however is considered a minimum expectation by other side delight should be ultimate goal.



A set of key principles follow:



Listen carefully to consumer: first principle of consumer satisfaction is creating relationship with their consumer by listening them carefully. Listening means not only to listen words of consumer but also the ideas they are trying to get across to you.

Respond quickly to consumer: secondly give their consumer accurate respond after listening their views and give them a time frame for a more complete response or offer to set up an appointment to discuss the issue with them.

Be patient when respond to consumer: thirdly try to use patience whenever you respond to consumer because consumers are not stupid .so every time explain everything in detail to consumer what you are doing.

A perfect product to consumer: every consumers want defect free product and better quality product and services. So every firm needs to design their product and services according to their consumers demand.

Be a team player: every firm try to work like a team player with their consumer to improve their product services and demand.

Importance of consumer satisfaction:

Why is consumer satisfaction so important?

Because satisfied consumer every time spend more money and refer more consumers and patronize businesses longer than unsatisfied consumer. These things help to increase more revenue for businesses. Consumer satisfaction is so powerful primarily because it enables companies to communicate directly with consumer about their needs – assuring that the quality standards you establish reflect the voice the consumer. There are following importance:



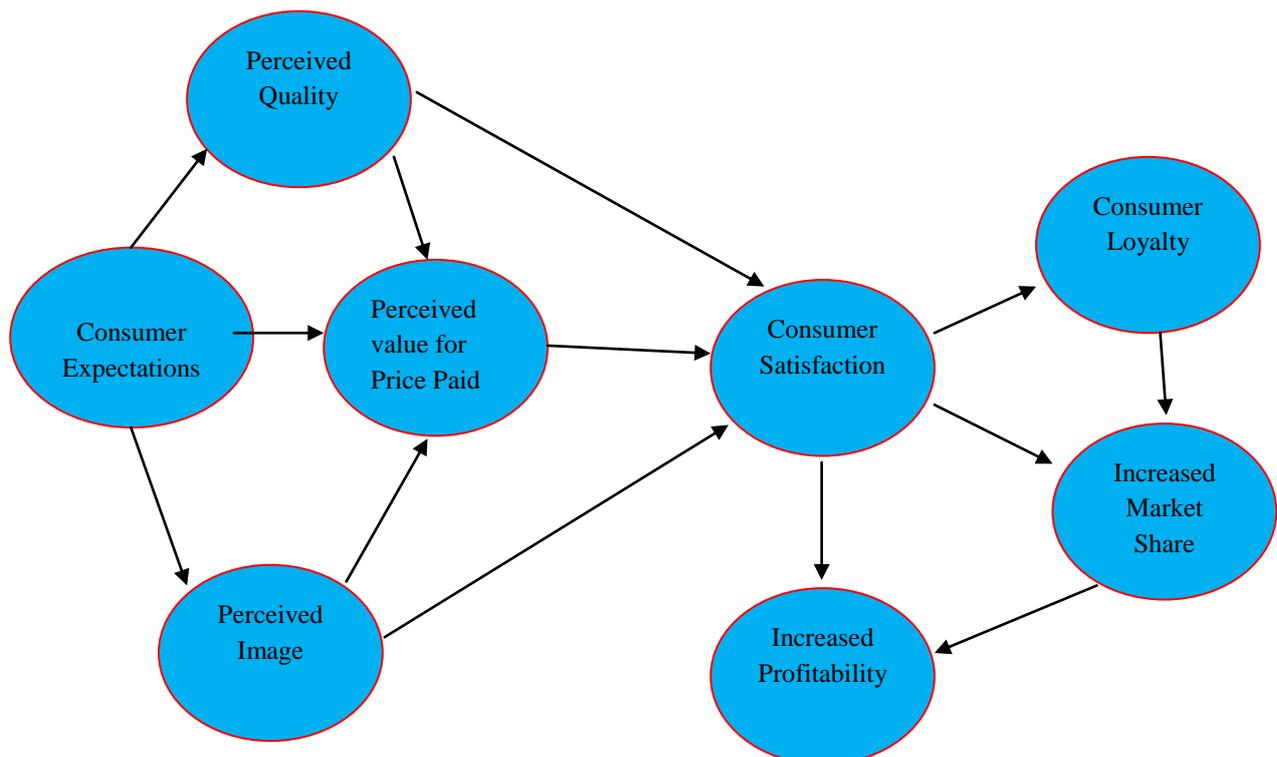
It helps to know their consumer intention for repurchase and loyalty: consumer satisfaction helps to every firm to know about their willingness to repurchase their product and loyalty towards company product rather than others.

It's a point of differentiation: in competitive business environment every firm compete for consumers, their satisfaction which is seen as a key differentiator. In this cut throat environment which business succeeds is the one that make consumer satisfaction a key element of their business strategy.

Reduce bad word of mouth: it helps to eliminate bad word of mouth because when company provides a better quality product rather than other then it eliminate every bad thing.

It's not a costlier concept: consumer satisfaction is not a costlier concept because help to retain their existing consumers. When company creates new consumer then cost is six or seven time more than retaining existing consumer.

It increases consumer lifetime value: with help of consumer satisfaction study we get a help to earn not only revenue but also totally satisfied them. Who ready to invest 14 times more in a product?





Measuring satisfaction

There are many companies which systematically measuring consumer satisfaction. For e.g. IBM

This is possible only when the organization gets a regular, reliable verifiable feedback from the consumer. This calls for, to repeat the correct measurement of consumer satisfaction and take up appropriate action plan to improve it further. It is measurement that provides specific information needed by the marketing organization to steer the company through uncertainties.

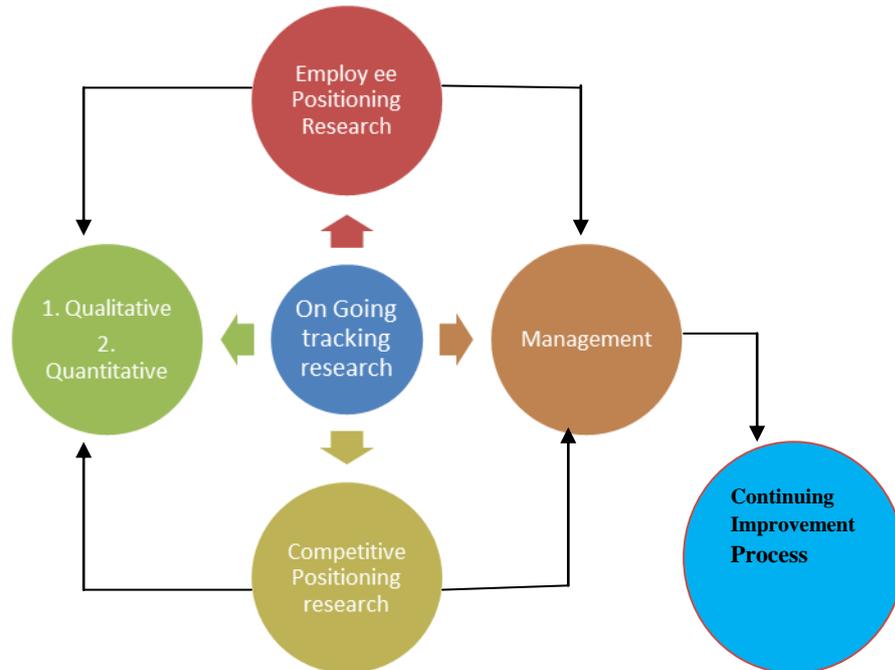
A company would be wise to measure consumer satisfaction regularly because one key to consumer retention is consumer satisfaction. Because highly satisfied consumer generally stays loyal longer, buy more as the company introduces new products and upgrade existing products, talks favorably about the company and its products. Consumer satisfaction measurements involve the collection of the data that provides information about how satisfied or dissatisfied consumers are with a “scores.” The data can be used by organization to understand the reasons for the level of satisfaction that has been collected by company’s market manager. This information analyzed in different ways to find out the exact level of satisfaction. Consumer satisfaction measurement is questionnaire –based research approach. However, for the consumer satisfaction quantitative measurements to be effective. In addition to tracking consumer value expectations and satisfaction, companies need to monitor their competitor’s performance.

Why should we measure satisfaction?

Consumer’s centric organizations view consumer satisfaction measurement as a means rather than an end – as part of cycle of continuous improvement in service delivery. Many organizations regularly track their levels of consumer satisfaction to monitor performance over time and measure the impact of service improvement activity.

Consumer satisfaction measurement allows an organization to understand the issues or key drivers that cause satisfaction or dissatisfaction with a service experience. Their satisfaction measurement can help an organization understand what it can and cannot control.

Consumer Satisfaction Measurement Model



Measurement of consumer satisfaction provides multi angled information or feedback, which helps the marketing units to en cash upon. These are:

Business related information: consumer satisfaction helps

- Judging effectiveness of its business plan and the extent to which it is consumer centric
- Makes available quantified information on the number of consumer lost
- The consumer hurt or dissatisfied will spread the facts about the company's product and services.
- Loss of consumer is loss of an opportunity and profitability
- It channelizes the organization resources to bridge the yawning gap in their satisfaction

Consumer related information: it helps to know about the

- Number of customer lost
- Their needs and wants and requirements
- What are the reasons behind lost consumer
- Identify the consumers who lost
- Develop a product according to the values assigned by the consumers to company product
- Decision making factors of consumers



- It also help to the marketing organization to see through the mind and eyes of customer to become consumer centric.

Performance related information: consumer satisfaction measures help to know about the exact performance of company and its workforce.

It helps to find out the:

- Opportunities for improving the existing programs, products and services.
- Actual cost of their turnover.
- Way for the company which help them performing from the angle of consumer.
- Performance in comparison to competitor's edge and the ways to improve it.

Competitor's related information: measures also provide information related to companies product and services.

These are:

- The measurement of strengths and weakness of various competitors and changing the strategy accordingly.
- Helps to retaining the relative position of the competitors to bench mark and to get ready to kill the competition.

Supplier related information:

- Success rate of vending house in keeping the satisfied consumers.
- Identification of weak areas needing top importance and attention to regain the ground of company's product.
- Consumer's perception about management organization.
- Goodwill of organization in different markets
- Comparative position of marketing organization as compared to bench-marking.

Factors affecting consumer satisfaction

Consumer's satisfaction is the outcome that result from product and vender performance in comparison with his her level of expectations. The factors influencing the consumer satisfaction can be divided into two groups as "human "and" "product" .

Consumer satisfaction is overall impression of consumer about the supplier and the products and services delivered by the supplier.

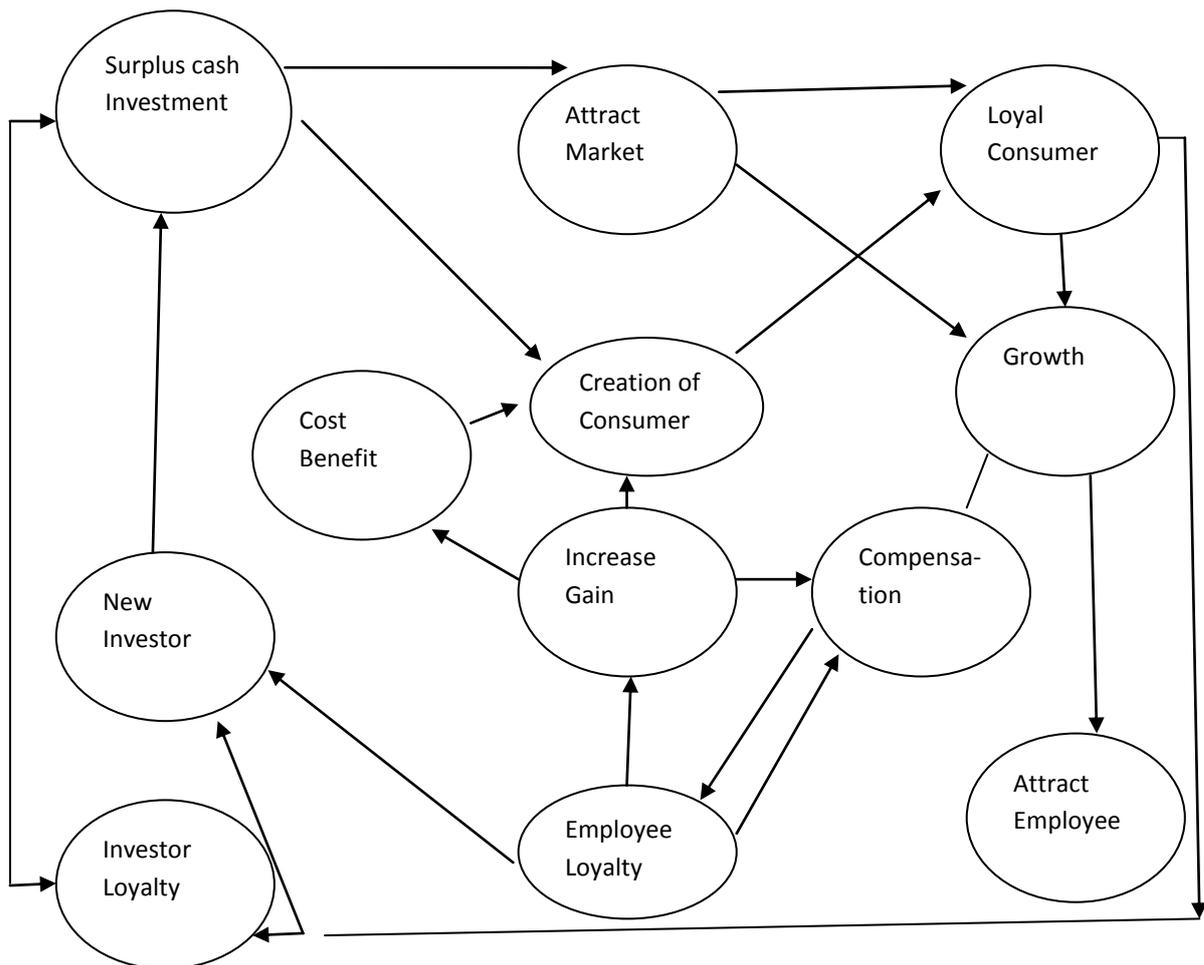
- Technological and engineering aspects of product and services.
- Suppliers response about type and quality of product and services



- Complaint management
- Department of firms
- Supplier ability to manage whole consumer life cycle.

After the discussion on the factors that affecting consumer satisfaction, we can say that hitherto the satisfaction level, higher to the sentimental. There are more other factors which indirectly affect the consumer satisfaction i.e. competitors policies, features of product, services workforce and also consumer.

This help in making a strong and healthy attachment of consumer-supplier bonding.



The methods to measure consumer satisfaction:

Experts have outcome with variety of method to measure consumer satisfaction. Which are classed into two groups as direct and indirect? Method of measurement of consumer satisfaction means preparation of questioner and gets the exact review of consumers. After filling the questioner from the regular customer company get true information.



Direct method:

- Consumer feed back
- Informal chat/ interview to market consumer sector

Indirect method:

- Measurement of changes in complaints by using transient changes
- Measure the changes in loyalty by use of transient changes

Consumer delight

Consumer delight is superior experience of consumer. Whenever quality of product and service are surprising them by exceeding his or her expectations and also creating a positive emotional reaction, also called a WOW effect.

Consumer delights creates a competitive advantages as it directly affect the sale and profitability of a company by distinguish its brand, product and loyalty. They are moving towards services and quality. Delighted consumer can do a lot in the favor of a company.

Definition:

Consumer delighted can be defined as:

“The result of delivering a product or services that exceed consumer expectations”.

Consumer delighted is a key to success. It refers to if company reaches beyond the expectations of the consumer and the consumer exceeded quality, then the consumer is delighted consumer which cannot be delighted if he or she is not satisfied. They are more valuable for the company as it will help the companies to compete the competitors.

Why delighting consumer?

The perspective that why delighting consumer is refers that it is the main factor to be considered. They can remain loyal, can repeated buying, a good word of mouth. A delighted consumer can increase the profit rate tent to over the life of it.

A new acquired consumer can cost five times more of a remained delighted consumer.

The delighted consumer as an asset

The delighted consumer can have a significantly positive impact. They tell many others and will have some degree of influence over them. Therefore they are a sound investment and some companies clearly understand their impact.

For e.g.; TOYOTA has positive word of mouth advertising from satisfied consumer as one of the three stages approach.



Consumer services leads to consumer delight: life without creativity is like coca cola without the fizz – anonymous. The tremendous advances made in the field of communication, transportation have sunk the world we live in, into a small place . It is in fact referred to by many as a global village. The IBM calls it small planet.

Quick reference:

Consumer satisfaction research demonstrates the need for the continuous improvement. About 30percent of a typical company’s customer give the higher score to the three key measurement of satisfaction: the overall rating, anticipated future. Consumer satisfaction is the critical strategic weapon for the 1990s and beyond for any type of organization. But if every business unit can move consumer from being simply satisfied to delighted, the business benefits are enormous. He is anyone who receive a product either a good or a service from an organization. Example: Consumer Satisfaction towards CADBURY’S CHOCOLATE

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SUMMARY

Consumer delights creates a competitive advantages as it directly affect the sale and profitability of a company by distinguish its brand, product and loyalty. They are moving towards services and quality. They can do a lot in the favor of a company. It is not enough we satisfy the consumer, basically consumer delight have importance to manage the quality of product and assumption state. Their delight and satisfaction were not the same because delight to take pleasure in which satisfaction means how we agree the person that will purchase the product or not so, both give the different meaning. Including the meaning of consumers the product is having the common center in the consumer mind. Product is center target of the product function. Life without creativity is like coca cola without the fizz – anonymous. The tremendous advances made in the field of communication,



transportation have sunk the world we live in, into a small place. It is in fact referred to by many as a global village.

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