CHAPTER-II

REVIEW OF LITERATURE

The aim and scope of the present study has been discussed in the previous chapter. Review of literature is an important aspect of any research. It helps us to trace out the past trends in any particular branch of subject. Review of literature helps us to identify the areas of research. There have been a lot of studies conducted in the field of customer satisfaction both at National and International level. Some of the previous related research studies have been reviewed in this chapter.

2.1 INTERNATIONAL STUDIES

Kaj Storbacka, et al (1994)¹ addresses customer-related economic issues, more specifically the link between service quality and profitability from a relationship marketing and management perspective. In this perspective the task of marketing is not only to establish customer relationships, but also to maintain and enhance them in order to improve customer profitability. In the service quality literature higher quality is assumed to lead to customer satisfaction, which leads to customer loyalty and this drive customer profitability. The framework highlights factors that, in addition to service quality and customer satisfaction, influence the links between service quality and profitability. Also discusses aspects of improving the profitability of relationships, such as enhancing relationship revenues through higher degrees of patronage concentration, and

reducing relationship cost by changing the episode configuration of customer relationships.

**Taylor and Brooksbank (1995)**\(^2\) examined the marketing practices among small New Zealand organisations by taking a sample of 427 small business owners. Findings revealed that the small business firm looks the marketing practices differently from their larger counterparts. Small business owners use marketing practices according to their financial capacity and sometimes have to resort to word of mouth methods.

**Tor Wallin Andreassen, et al (1998)**\(^3\) based on theory from consumer behavior and cognitive psychology, the discussed and tested the corporate image and customer satisfaction as two routes to customer loyalty. Based on data from 600 individual customers categorized as having high or low service expertise of three companies within the package tour industry, a conceptual model is proposed and tested empirically using structural equation modeling. The data used in the study are included in The Norwegian Customer Satisfaction Barometer. The study concludes by claiming that for complex services, corporate image and customer satisfaction are not two separate routes to customer loyalty. Corporate image impacts customer loyalty directly whereas customer satisfaction does not. This finding was consistent with high and low service expertise. These results challenge the disconfirmation paradigm which predicts customer satisfaction as the primary route to customer loyalty. From a managerial

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perspective, information regarding the relative strength of the two routes is vital with regard to resource allocation in order to improve customer loyalty.

Haemoon Oh (1999) proposed and tested an integrative model of service quality, customer value, and customer satisfaction. Using a sample from the luxury segment of the hotel industry, this study provides preliminary results supporting a holistic approach to hospitality customers post purchase decision-making process. The model appears to possess practical validity as well as explanatory ability.

Suzana markovic, et al (2000) examined customers’ perceptions of service quality in the Croatian hotel industry. The aim is to assess the perceived service quality of hotel attributes and to determine the factor structure of service quality perception. A modified servqual scale was used to assess service quality perceptions from the perspective of domestic and international tourists. Data were collected in 15 hotels in the Opatija Riviera (Croatia), using a self-administered questionnaire. Descriptive statistical analysis, exploratory factor analysis and reliability analysis were conducted. The study results indicate the rather high expectations of hotel guests regarding service quality. Reliability, empathy and competence of staff, accessibility and tangibles are the key factors that best explained customers’ expectations of hotel service quality.

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Ilias Santouridis, et al (2000)\textsuperscript{6} investigated crucial factors that lead to customer loyalty in the mobile telephony sector in Greece, namely service quality and customer satisfaction. Furthermore, the mediation effect of customer satisfaction on the service quality and customer loyalty relationship is also examined. Field research was conducted. The questionnaire was formed by a synthesis of existing constructs in relevant literature. The main research target sample consisted of residential non-business mobile phone users in Greece. Reliability tests and statistical analyses were performed to both confirm scale validity and reliability and answer the research questions. Customer service, pricing structure and billing system are the service quality dimensions that have the more significant positive influence on customer satisfaction, which in turn has a significant positive impact on customer loyalty. The mediation role of customer satisfaction on the service quality and customer loyalty relationship has also been confirmed.

Poul (2001)\textsuperscript{7} in his doctoral thesis opined that advertising is an important marketing communication strategy in marketing mix. He observed that advertising fills the “consumer information gap” but the specific meanings attributed to advertising should be viewed from different angles.

Christian Homburg, et al (2001)\textsuperscript{8} developed a valid customer satisfaction measure for industrial customers (called INDSAT). The development of the scale is based on field interviews as well as statistical analyses of two large

\begin{itemize}
  \item \textsuperscript{7} Jojo Poul. (2001), “Creativity in advertising: Impact on communication effect and consumer purchase behavior”, Mahatma Gandhi University, Kottayam.
\end{itemize}
samples of over 2500 customer responses in 12 European countries. The scale consisting of seven distinct satisfaction dimensions exhibits desirable psychometric properties. The seven dimensional structure is found to be superior to more parsimonious structures. Additionally, the researchers hypothesize differences in the satisfaction dimensions’ importance across different roles in the buying center (referred to as “multiple role issues”). These considerations are supported by empirical results.

Antreas Athanassopoulos (2001)\(^9\) investigated the behavioural consequences of customer satisfaction. More specifically, the researcher examined the impact of customer satisfaction on customers’ behavioural responses. The results support the notion of direct effects of customer satisfaction on three criterion variables (decision to stay with the existing service provider, engaged in word-of-mouth communications, and intentions to switch service providers).

Hsin Hsin Chang, et al (2001)\(^10\) examined the impact of e-service quality, customer perceived value, and customer satisfaction on customer loyalty in an online shopping environment. There were two studies performed in this research. Study 1 validated the self-regulating processes; Study 2 tested the moderating effects of customer perceived value between satisfaction and loyalty. Structural equation modelling techniques and linear hierarchical regression models were used to test the causal model. The study demonstrated that e-service quality and customer perceived value influence customer satisfaction, and then influence

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customer loyalty. In addition this study found that customers with a high perceived value have a stronger relationship between satisfaction and customer loyalty than customers with a low perceived value.

**Belen del Rio, et al (2001)**\(^{11}\) studied the dimensions of brand image, focusing on the functions or value of the brand as perceived by consumers. In this way, four categories of functions are identified: guarantee, personal identification, social identification and status. By way of hypotheses, it has been proposed that these functions have a positive influence on the consumer's willingness to recommend the brand, pay a price premium for it and accept brand extensions. The hypotheses have been tested in the Spanish sports shoes market and were partially supported. The results obtained confirm the convenience of analyzing brand associations separately and enable the ascertaining of the brand associations that are the most relevant in order to attain certain consumer responses.

**Yonggui Wang and Hing-Po Lo (2002)**\(^{12}\) in this study, attention is paid to the measurement model of service quality in China’s mobile phone market based on the well-known SERVQUAL model, but with modification on the basis of focus group discussions and expert opinions to reflect the specific industry attributes and the special culture of China. Emphasis is then paid to the study of the dynamic relationships among service quality, customer value, customer satisfaction and their influences on future behaviors after the key drivers of

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customer value and customer satisfaction are identified. All of them are based on the development of structural equation models by using PLS-GRAPH Package.

Mambula (2002)\textsuperscript{13} analyzed major constraints faced by SMEs in Nigeria. A sample of 32 small business entrepreneurs was taken. Analysis of data revealed that the majority of SMEs face the problem of finance and infrastructure while managing their businesses. The author recommended that small business entrepreneurs should collaborate with each other to sort out the various problems faced by them. There is a need to form an alliance of Government, Research Institutions and Financial Institutions to create appropriate training for prospective small business. All these measures will go a long way to strengthen the growth of small scale sector.

Ahmad Jamal, et al (2002)\textsuperscript{14} pointed out that the understanding the antecedents to and outcomes of customer satisfaction is a critical issue for both academics and bank marketers. Previous research has identified service quality, expectations, disconfirmation, performance, desires, affect and equity as important antecedents of customer satisfaction. The study findings from a survey which looked into the impact of service quality dimensions and customer expertise on satisfaction. A sample of 167 respondents took part in this study. Findings indicate that both core and relational dimensions of service quality appear to be linked to customer satisfaction. Findings also indicate that expertise is negatively related to satisfaction.

Jeanne Rossomme (2003)\textsuperscript{15} developed an integrated model of customer satisfaction measurement specific to a business-to-business context and addresses the unique challenges inherent in this context by incorporating learning from the fields of customer satisfaction, organizational buying behavior and relationship marketing. After presenting the model and its rationale, the paper illustrates practical uses of the model as a managerial tool for framing a system of customer satisfaction measurement.

Keng-Boon Ooi (2003)\textsuperscript{16} examined the relationship between Total Quality Management (TQM) practices and customer satisfaction and also to investigate the association between TQM practices and service quality within the context of Malaysia's small service organizations. The study uses data from the perceptions of sales and marketing managers in 108 small service organizations in Malaysia. Data were analyzed by employing correlation and multiple regression analysis to test the relationship between TQM practices, customer satisfaction and service quality. The results showed that TQM practices are significantly and positively linked to customer satisfaction and service quality of the small service business firms. It was further confirmed that the dimensions of customer focus and information and analysis were strongly linked to customer satisfaction and service quality.

Zhilin Yang (2004) examined the moderating effects of switching costs on customer loyalty through both satisfaction and perceived-value measures. The results, evoked from a Web-based survey of online service users, indicate that companies that strive for customer loyalty should focus primarily on satisfaction and perceived value. The moderating effects of switching costs on the association of customer loyalty and customer satisfaction and perceived value are significant only when the level of customer satisfaction or perceived value is above average. In light of the major findings, the article sets forth strategic implications for customer loyalty in the setting of electronic commerce.

Tulus Tambunan (2005) the main aim of his paper is to review government policies on SMEs with a clustering approach, in Indonesia. The paper argues that in many cases, the development policy has not been so successful. In essence, most failures can be attributed to the fact that one or more critical factors for successful SME cluster development were either not existing or not addressed correctly. Neglecting cluster linkage to markets is one main reason for the failure. Prerequisite for successful cluster development is the cluster’s potential to access growing markets, either domestic or abroad.

Gwo-Guang Lee, et al (2005) develops a research model to examine the relationship among e-service quality dimensions and overall service quality, customer satisfaction and purchase intentions. Data from a survey of 297 online consumers were used to test the research model. Confirmatory factor analysis

was conducted to examine the reliability and validity of the measurement model, and the structural equation modelling technique was used to test the research model. The analytical results showed that the dimensions of web site design, reliability, responsiveness, and trust affect overall service quality and customer satisfaction. Moreover, the latter in turn are significantly related to customer purchase intentions. However, the personalization dimension is not significantly related to overall service quality and customer satisfaction.

Carmen Barroso Castro, et al (2005) their study intends to address a significant topic for business management, such as the influence of Market Orientation (MO) on the internal and external environments of an organisation. More precisely, the main objective of this paper focuses on the effect of such an orientation on employees – organisational commitment – as well as on customers – satisfaction and perceived service quality. Structural equation models are employed to analyse the data collected from the Spanish retail banking sector in order to verify the hypotheses corresponding to the causal relationships proposed in our research model. The results achieved in this research represent significant contributions both from a theoretical perspective as well as for management in the service industry. From a theoretical perspective, these findings reinforce the research position stressing the role of the employees in the MO relationship and the operational level of the business incorporating new evidence into this emerging field of study.

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Peter Fisk (2006)\textsuperscript{21} in his book, Marketing Genius attempted to show that marketing strategies gave the perspective and focus to create lasting competitive advantages. He underscored the importance of applying the ideas to business through better marketing strategies.

Anu Singh Lather and Kaur (2006)\textsuperscript{22} aimed at understanding the strategies adopted by retailers to keep pace with the changing moods of the shoppers. In this study they addressed how factors within and outside the stores affect store-level shopping decisions.

Stephen L. Sondoh, et al (2007)\textsuperscript{23} examined the effect of brand image benefits on satisfaction and loyalty intention in the context of color cosmetic product. Five brand image benefits consisting of functional, social, symbolic, experiential and appearance enhances were investigated. A survey carried out on 97 females showed that functional and appearance enhances significantly affect loyalty intention. Four of brand image benefits: functional, social, experiential, and appearance enhances are positively related to overall satisfaction. The results also indicated that overall satisfaction does influence customers' loyalty.

Timothy L. Keiningham, et al (2007)\textsuperscript{24} the purpose of their research is to examined different customer satisfaction and loyalty metrics and test their relationship to customer retention, recommendation and share of wallet using

micro (customer) level data. The data for this study come from a two-year longitudinal Internet panel of over 8,000 US customers of firms in one of three industries (retail banking, mass-merchant retail, and Internet service providers (ISPs)). Correlation analysis, CHAID (CHi-squared Automatic Interaction Detector), and three types of regression analyses (best-subsets, ordinal logistic, and latent class ordinal logistic regression) were used to test the hypotheses. Contrary to Reichheld’s assertions, the results indicate that recommend intention alone will not suffice as a single predictor of customers’ future loyalty behavior. Use of a multiple indicator instead of a single predictor model performs better in predicting customer recommendations and retention.

Julian Ming-Sung Cheng, et.al (2007)25 their research attempts to investigate the differences of consumer perceptions on product quality, price, brand leadership and brand personality among National brands, International private labels and local private labels. It aims to use product categories as the moderator of the preceding perceptions. Data were collected outside the entrances of the main rail station of Taipei, Taiwan. A systematic sampling was adopted and 254 questionnaires were eventually collected. The findings revealed that on the whole National brands were perceived as significantly superior to International private labels, while International private labels were perceived as being superior to local private labels in terms of all perceptions except price perception. The findings also revealed that product categories moderated price and brand personality perceptions across the three brand types, while product

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categories failed to moderate the effect of the three brands types on quality and brand leadership perceptions.

**Simms and Trott (2007)**

Simms and Trott (2007)\(^ {26} \), their study aims to adopt a consumer behaviour perspective and investigate the extent to which BMW (Bayerische Motoren Werke) has repositioned the new “Mini”. It builds on a previous study that explored perceptions of the “Mini” brand. The study adopted a two-stage approach to data collection, consisting of 66 in-depth interviews with a cross section of important stakeholders with high brand awareness and knowledge. The study develops a conceptual framework and offers a novel way for firms to consider the effects of their repositioning strategies on consumer’s perceptions of a brand. The findings reveal a substantial repositioning of the brand’s functional appeal, moving away from the car’s price as an appeal towards product build quality. Furthermore, the Mini’s symbolic appeal, which is based on its fun and sporty image, has largely remained in place.


The purpose of this study is to identify factors influencing customers' willingness to purchase new store brands. The study develops a 3×3 design to investigate the impact of price and quality positioning on the willingness to purchase new store brands in five product groups. A total of 990 respondents completed a questionnaire about store brand perception, aspects of purchasing behavior and willingness to buy. Data are analyzed with analysis of variance and partial least squares. The study finds that customers' willingness to buy new store brands differs between different product

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groups. It is lowest for product groups associated with high social risk. Accordingly, premium store brands are preferred for these categories. The influence of price is small and nonlinear. Furthermore, the attitude towards a specific store brand has a large impact on customers' willingness to purchase, while the attitude toward store brands in general is less important. The drivers influencing customers' attitude towards specific store brands depend on the respective product group.

Isabe Buil (2008), his study seeks to investigate the measurement invariance of the consumer-based brand equity scale across two samples of UK and Spanish consumers. Brand equity was conceptualised as a multi-dimensional concept consisting of brand awareness, perceived quality, brand associations and brand loyalty. To test the brand equity scale cross-nationally a survey was undertaken in the UK and Spain. Measurement invariance was assessed using multi-group confirmatory factor analysis. The brand equity scale was invariant across the two countries. Results show that the consumer-based brand equity scale has similar dimensionality and factor structure across countries. In addition, consumers respond to the items of brand equity in the same way, which allows meaningful comparison of scores.

Yi-Hua “Erin” Yuan, et al (2008) examined experiential marketing in regard to hospitality and tourism operations. Ten hypotheses were developed to examine relationships among experiential marketing, experiential value, and customer satisfaction. Self-reported questionnaires were distributed at four

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Starbucks in different districts in Taipei, Taiwan, in January 2003. Results of the Linear Structural Relation Analyses (LISREL) indicate that both the measurement and structural equation models have good overall model fit. Moreover, the overall outcome suggests that experiential marketing should induce customer satisfaction through emotional and functional values provided by feel perception, think perception, and service quality. Hospitality managers can use the outcome of this study to gain in-depth understanding of customer experiences, develop effective marketing strategies, and further stage the operational environment that can maximize customers’ perceived experiential value.

**Aurimas Dapkevicius, et al (2009)**[^30] analyzed literature and find out empirical evidence on product price and quality influence on customer satisfaction through neuro marketing approach. Customers’ satisfaction on their purchase is a significant factor that leads business to success. In recent times, customer satisfaction has gained new attention within the context of the paradigm shift from transactional marketing to relationship marketing. Even it is agreed in the literature that price and quality has high effect on customer satisfaction; still there is little empirical evidence exploring this relation. Almost nothing is known about the human neural mechanisms through which it affects the decisions made by individuals. So, in this paper there are reviewed two neuromarketing study cases as neuromarketing provides qualitatively different information, ostensibly better quality comparing to that obtained by traditional methods. The paper reveals that price and quality is an important factor for customer satisfaction.

which leads to marketing managers’ decisions complexity nowadays as markets are becoming more and more complex and overloaded.

**Ruiliang Yan, (2009)** The purpose of his study is to provide a framework to help competitive firms find optimal pricing and brand management strategies in order to maximize their respective profits. A game-theoretic model is developed to determine optimal pricing and brand management strategies for competitive firms. The study demonstrates that optimal pricing and brand management strategies exist for firms in a competitive market. The optimum marketing strategy for competitive firms to employ is the cooperative alliance pricing and brand management strategy, particularly when market competition is very intense.

**Michael Bowen, et al (2009)** their study sought to understand how SMEs manage the challenges they face. These challenges seem to change (evolve) according to different macro and micro conditions. This study employed stratified random sampling to collect data from 198 businesses using interviews and questionnaires. The data was analysed descriptively and presented through figures, tables and percentages. The findings indicate that SMEs face the following challenges; competition among themselves and from large firms, lack of access to credit, cheap imports, insecurity and debt collection. Credit constraint seems to be easing up when compared to previous researches. Relevant training or education is positively related to business success. The SMEs have the following strategies to overcome the challenges; fair pricing, discounts and

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special offers, offering a variety of services and products, superior customer service and continuously improving quality of service delivery. The research concludes that business success is a consequence of embracing a mix of strategies.

Gillie Gabay, et.al (2009)\textsuperscript{33}, the purpose of their study is to empirically test the consumer-centered approach to brand management theorized by Rust, Zeithaml and Lemon in 2004 to assist companies in reducing the depreciation of brand equity. Brand equity was operationalized in the context of conjoint measurement. In total, 5,364 respondents participated in interviews testing drivers of brand equity for six brands each in 28 food categories. Data from the large-scale study revealed that across categories brand value may not hold much beyond the name in the minds of consumers. It was found that mindset segmentation may be a basis for brand management. Messages that focused on product functionality were found to be stronger drivers of preference of one brand over another. Product features instead of brand names emerged as the primary source of value across segments.

Ahmad hidayat B. Ahmad Ridzuan (2009)\textsuperscript{34} analyzed the service quality dimensions in increasing customer satisfaction by conducting a comparative study between 3 star hotels and resorts in Melaka to identify which service quality dimensions are significant in both types of establishment, to identify whether there are any differences regarding the perceived dimensions and to find out which dimensions are the best predictor of overall service quality. Results of regression analysis revealed that four dimensions were significant in


\textsuperscript{34} Ahmad Hidayat B. Ahmad Ridzuan, “Analyzing SERVQUAL Dimensions In Increasing Customer Satisfaction: A Comparative Study Between Hotel And Resort In Melaka”.

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determining overall service quality in the hotel category while only one dimension were significant in determining overall service quality in the resort category. The study concluded that identifying the perceptions of customers, the dimensions of service quality, and their relative importance for customers for each specific segment of the hotel industry would definitely help managers with the challenge of increasing customer satisfaction.

Chen et al (2009) proposed a private brand strategy for retail marketing through brand equity to explore customers’ shopping preferences and it uses structural equation model to analyze the model’s appropriateness. There are two kinds of cross-categories articles employed as the bases of a questionnaire for respondents; they include household papers and soft drinks. This study proceeds with convenient samples along with a face-to-face questionnaire in stores and also chooses consumers shopping in Carrefour, RT-Mart, and Taisuco hypermarket as samples. This proposed model displays the rigorous and robust method of SEM, and the statistically significant level of the model fits into the Likert scales (GFI = 0.947, CFI = 0.975). It reveals that private brands retail channels should focus on a private brands strategy that leads to brand equity, if possible. If the retailers offer a more complete PB strategy and bridge it with brand equity as a mediator, customers’ shopping preferences will be reflected on the store’s performance. Then, retailers can formalize a strategic retail channels’ power and property: getting PB, bridging and mapping PB.

Ioannis E. Chaniotakis (2010)\textsuperscript{36} his study explores the factors affecting consumers' intentions to buy an own-label premium food product. More specifically, this study focuses on the case of own-label olive oil. The research involved a review of the available literature on factors affecting consumer attitudes towards own-label products. For the collection of data, a survey was designed and conducted in the greater area of Athens, Greece. The research questionnaire was administered by means of personal interviews to 799 consumers. Data analysis results, using structural equation modelling, showed that consumers' purchase intention is directly affected by consumers' attitudes towards own-label olive oil, which in turn are influenced by consumers' perceived benefits, economic situation, brand loyalty and trust. Moreover, the level of income has a direct negative impact on both consumer attitudes and purchase intention.

R.Gajanayake (2010)\textsuperscript{37} points out the most of the criteria about the implementation of the marketing strategies in SMEs in Sri Lanka. The paper find out the main reason about the failure of the SMEs is the less awareness and the less knowledge about the new methods and techniques available in the business world. The findings revealed that there was no significant impact of marketing strategies on their business growth. Moreover there was no impact of the behavior of the entreprenuers and the business growth

Ma’rof Redzuan, et al (2010) identified factors that contribute to the development of handicraft industries. The focus is on batik industries. The study was carried out in the District of Kota Bharu in the State of Kelantan, Malaysia, and targeted the entrepreneurs in the batik handicraft enterprises. The study is based upon both quantitative and qualitative analysis of material derived from field-work in several villages in the study area. The analysis of data employed path-analysis model in order to determine the factors that contribute to the explanation of the dependent variable – the development of the industries. The finding show that the selected factors have contributed significantly in the explanation of the development of the industries. The findings imply that it is imperative to consider and understand the local resources, skills, attitudes and aspirations in any government efforts to foster the development of these handicraft industries.

Muzammil Hanif et al (2010) factors affecting customer satisfaction is of worth importance in order to know the reasons or the factors which are responsible to create satisfaction among customers for a particular brand. Customer satisfaction is established when brand fulfills the needs and desires of customers. In this research study, the subscribers of telecom sector or the mobile service providers like Ufone, Mobilink, Telenor etc operating in Pakistan were targeted as the population while Price Fairness and customer services were the taken as predicting variables towards customer satisfaction as criterion variable. The results showed that both the factors significantly contributed to explain customer satisfaction but comparatively price fairness had the larger impact on

customer satisfaction than customer services. Conclusion and implications of the study are also discussed based on the analysis.

Justin Beneke (2010) investigated the perceptions of fast moving private label brands in the South African grocery food sector. Successful positioning of these brands has been achieved globally, most notably in developed markets. However, in a South African context this does not appear to be the case. To this end, research has been undertaken in order to better understand the current position these brands occupy in the minds of South African consumers. Included in the study is the consideration of critical branding elements such as trust, availability, pricing, packaging, etc. The knowledge gained through this research should ideally facilitate the process of advancing private label brand research in an academic context and improving brand positioning, increasing market share and optimizing profit extracted from private label brands in a managerial context.

Nai-Jen Chang et al (2010) proposed the rare and novel constructs respectively – green customer satisfaction and green customer loyalty and provides a research framework to explore the relationships among green product quality, green corporate image, green customer satisfaction, and green customer loyalty. With the use of a questionnaire survey, consumers who had experienced purchasing green or environmental products were identified as the subjects of this study. The empirical results show that (1) green product quality is positively associated with green customer satisfaction and green customer loyalty; (2) green

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corporate image is positively associated with green customer satisfaction and
green customer loyalty; and (3) green customer satisfaction is positively
associated with green customer loyalty. The results indicate that green product
quality could bring about green customer satisfaction and green customer loyalty.
Additionally, green corporate image contributes to green customer satisfaction
and green customer loyalty.

Factors (CSFs) affecting the performance of Small to Medium-sized Enterprises
(SMEs) and their relationship with firm characteristics. The study also seeks to
investigate the interdependence relationship among the perceived CSFs
themselves using correlation coefficients. This study is part of a wider study that
was designed to investigate the Perceived Critical Success/failure factors (PCSFs)
affecting the development of SMEs. The study is based on a review of the
literature, which provided a theoretical understanding of both CSFs and firm
characteristics. This theoretical linkage was then tested using primary data that
were collected through a two-page questionnaire survey of 203 SMEs randomly
selected from three cities in the Republic of Botswana. Principal Component
Analysis (PCA) with Varimax rotation was used to reduce the data. Analysis of
Variance (ANOVA) was conducted to test the relationship between firm
characteristics and perceived impacts of selected CSFs, and correlations were
used to assess the relationships between the CSFs. The study identifies ten sets of
perceived CSFs affecting the performance of SMEs; statistically significant
relationships between the perceived impact of selected CSFs and firm-specific

42 Jaloni Pansiri and Zelealem T. Temtime, “Linking firm and managers’ characteristics to
perceived critical success factors for innovative entrepreneurial support”, Journal of Small
variables, indicating that the perceived impact of CSFs vary from firm to firm depending on their size, age, industry, and management profile; and statistically significant relationships among the selected CSFs themselves.

**Tooraj Sadeghi, et al (2011)** in their research identification and understanding of customer satisfaction concept through inclusion of customers' requirements and needs in the design of products manufactured by Sansuan Company is considered as the main goal of research. By setting forth 7 hypotheses in this research, the relationship of product performance (basic needs, performance needs, excitement needs) and the value provided for the customer (expected and unexpected values) and customer satisfaction and loyalty has been investigated. Using cluster sampling descriptive-surveying research plan, necessary data was collected from 100 people through the use of an authentic and dynamic questionnaire. Regression analysis tests, correlation coefficient, path analysis, etc. have been used to test the hypotheses. The obtained results show that there is a direct significant relationship between the design of product and expected value. There is a direct relationship between expected value and customer satisfaction. There is a direct relationship between unexpected value and customer satisfaction. There is a direct relationship between the expected value and customer loyalty.

**Allen Broyles (2011)** Owing to the increasing market presence and financial success of retail brands, his study seeks to examine the comparative influence of manufacturer brands and retail brands on customers' purchase

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behaviors. The survey was administered to 1,120 samples (of which 200 were returned), with data analyzed using structural equation modeling to test the study's hypotheses. The study revealed that customers' loyalty to retail brand(s) has greater influence on their purchase behavior than manufacturer brand(s). It also revealed that attitude toward store brands directly influences one's propensity to switch to retail brands, and mediates relationships between loyalty to manufacturer/retail brands and one's propensity to switch to retail brand(s).

**Festus M Epetimehin (2011)** his paper looks at the use of market segmentation as a tool for improving customer satisfaction in insurance service delivery. Insurance companies are always seeking alternative ways to improve the level of satisfaction among their customers; market segmentation may be a useful tool. The paper argues that in spite of the egalitarian approach that underpins the marketing of insurance, market segmentation may be used to better serve the needs of their customers. In utilizing market segmentation, the insurance companies must pay particular attention to barriers that may negatively impact the effectiveness of the market segmentation exercise. Consequently, the need to pay particular attention to issues relating to barriers to implementing market segmentation is highlighted. This paper also attempts to address management’s concerns about the practicality and usefulness of segmentation.

**Cheng-Feng Cheng, et al (2011)** developed the conceptual model for explaining consumers’ preference toward retailers based on the relationship

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marketing strategy and transaction cost theory. Specifically, this study investigated the impacts of relationship marketing and transaction cost on customer satisfaction and perceived risk. In addition, the influences of customer satisfaction and perceived risk on customer loyalty deserve further consideration.

To assess the applicability of this conceptual model, this study confined the research scope to shopping malls. The results show that relationship marketing significantly has positive effect on customer satisfaction and negative effect on perceived risk. As to influence of transaction cost, it significantly has negative effect on customer satisfaction and positive effect on perceived risk. Furthermore, both relationship marketing and transaction cost could influence customer loyalty through customer satisfaction or customer’s perceived risk.

Han-Shen Chen, et al (2011) explored the theme of creating and managing store atmosphere of chain store supermarket from customer’s point of view. The findings from the study indicate: (1) The customer perceived factors of store atmosphere of supermarket include 6 factors in 3 categories, that is, design factors, ambient factors (including intangible factors and visual stimulus) and social factors (including image of service personnel, image of other customers and environmental crowding); (2) Store atmospheric factors have significant positive correlation with customer approach behaviors, design factors being the most significant impact among all factors. Store atmospheric factors will influence not only customer emotions but also customer cognitive valuations of commodities and services. Customer cognitive valuations and emotional responses will affect customer approach behaviors significantly; meanwhile,

customers’ cognitions and emotional responses will moderate the impact of store atmosphere on customer behaviors partially; (3) Customers with various characteristics (including different shopping planning, time urgency, environmental familiarity etc.) have significant differences in customer perceptions and behaviors in general. Finally, this study proposes specific suggestions and measures of how to create a pleasant store atmosphere in chain store supermarket according to results of empirical analyses.

Shahzad Khan, et al (2012)\textsuperscript{48} focused to find what are the key success factors for fast food industry in region of Peshawar Pakistan. Fast food concepts developed very rapidly in last few years in Peshawar region. The failure or success of a fast food industry based on some factors like Promotion, Service quality, Customer expectations, Brand, Physical Environment, Price, and Taste of the product. To find which of these factors has greater influence on consumer satisfaction, four fast food restaurants customers were targeted randomly. These four restaurants were KFC, CHIEF, ARBAIN CHICK, and PIZZA HUT. The data collected from the customers of these restaurants. The data collected from customers of these restaurants when the customers were in restaurants for refreshment. Total number of customers who were targeted was 120. From each restaurant 30 customers were targeted on availability basis. On the basis of their responses multiple regression and correlation test was applied. Findings of the study shows that service quality and brand are the key factors for satisfaction in fast food industry in Peshawar Pakistan.

Dushyenthan (2012) examined the impact of interactive marketing on customer satisfaction. A questionnaire derived from previous studies and the relevant Literature was completed by 100 mobile communication service providers’ customers in Jaffna district, Sri Lanka. Single linear regression analysis assessed the impact on customer satisfaction of seven key constructs of interactive marketing such as trust, relationship commitment, quality of employees, quality of atmosphere, complaint handling, personalizing services and familiarity. Correlation analysis was carried out to examine the interrelationship between interactive marketing and customer satisfaction. And also independent sample T-test and independent sample one way ANOVA were utilized to find out the significant mean different in customer satisfaction among personal demographic variable. The interactive marketing contributes significantly to customer satisfaction and predicts 41.6 per cent of the variation found. Relationship commitment and trust in the interactive marketing contribute significantly to customer satisfaction. And customer satisfaction is not contributed significantly by personalizing services and complaint handling in the interactive marketing. And also there is a significant mean different in customer satisfaction among prepaid and post paid services. But there is no significant mean different in customer satisfaction among different age groups. Overall association between interactive marketing and customer satisfaction is moderate positively correlated.

Van Vuuren, et al (2012)\(^{50}\) the purpose of their research was to develop an understanding of the influence of the independent variables of customer satisfaction, trust and commitment on customer loyalty within an optometric practice. The methodological approach followed was exploratory and quantitative in nature. The sample consisted of 357 patients who had visited the practice twice or more within the past six years. A structured questionnaire, with a five-point Likert scale, was used. A descriptive and multiple regression analysis approach was used to analyse the results. The main conclusion is that customer satisfaction had the highest correlation with customer loyalty, but the other independent variables also significantly influence customer loyalty within an optometric practice environment.

Khaled Alkilani, et al (2013)\(^{51}\) evaluated the inter-relationships among the experiential marketing, customer satisfaction and customer commitment in the context of the social networks users in Malaysia. A total of six hypotheses were tested. A descriptive research was carried out to address the research objective. Judgemental sampling technique and the distribution of a total 350 sets of questionnaire in the form of self-administered survey among the social networks users will be selected as part of the research methodology. Both simple and multiple regression analyses were used to verify the six proposed hypotheses. The findings concluded that only sense and feel experiences are positively related to the customer satisfaction as well as customer satisfaction is positively related to the customer commitment.


Addisu Molla (2013) utilized the data collected on 224 MSEs in south Wollo zone of Amhara region, Ethiopia to analyze the extent to which the growth of MSEs is linked with the constraints. Three sets of models were employed. The MSEs employment growth was significantly and negatively affected by limited access to finance, limited access to business services, and limited access to market. In addition, limited access to premises, limited access to finance and limited access to business services were significantly and negatively affect the operators’ perception on growth potential of enterprises income. Therefore, the results highlight that the growth of MSEs are highly influenced by accesses of productive resources and assets.

2.2 NATIONAL STUDIES

Sandesara (1993) studied the performance of SSIs producing reserved items collecting data from the second census conducted by the Ministry of SSIs. The study examined the null hypothesis that the SSI firms producing reserved category items should perform better than the SSIs producing non-reserved items. The study result revealed that capacity utilization in 1987-88 and aggregate change in production in 1987-88 were both lower for reserved than for unreserved items. This below par performance of the SSI firms producing reserved items was surprising as those firms did not have to face competition from the large firms. The researcher observed that this could be due to the entrance of excess SSI firms into the protected areas.

Roberts (1995)\textsuperscript{54} in his empirical work comment that small industry sector has performed exceedingly well and enabled our country to achieve an extensive measure of industrial growth and diversification. By its less capital intensive and high labor absorption nature, SSI sector has made significant contributions to employment generation and also to rural industrialization. Under the changing economic scenario especially in the era of liberalization, SSI has both the challenges and opportunities before them. The business can compete on cost, quality and products at a domestic and international level only if the ideal investment in technology, production process, R&D and effective marketing are made. Infrastructure bottlenecks are not completely solved. The promotional activities for SSI in India need to concentrate on improved credit flows, human resource development, appropriate technology and funds for modernization.

Malga Weker (1997)\textsuperscript{55} in his study entitled, “Problems of small Industry in Andhra Pradesh” has found the lack of infrastructure as a general problem. The industrial estate alone cannot overcome the vocational disadvantages. The infrastructure facilities are either very weak or non existent in rural areas. In urban areas with necessary industrial climate and infrastructure facilities, the growth of industries is relatively faster. The scarcity of indigenous raw materials has been a serious bottleneck. Scarce raw materials supplied through quotas are not sufficient to meet the demands of the units. There is a delay in the disbursement of the loans due to the existence of procedural delays and instances of tangible securities.

\textsuperscript{55} Malga Weker .P.D. 1997, ‘Problems of small Industry - A study in Andhra Pradesh, Hydrabad, SIET
Jha (1997)\(^{56}\) it was mentioned that even the ordinary people of India understand the information contained in advertisements and they even find the same as a sort of entertainment. In his opinion, advertisement has gained popularity among both the urban and rural audience of India.

Mali (1998)\(^{57}\) in his study has observed that Small and Medium Enterprises (SMEs) and micro enterprises have to face increasing competition in the present scenario of globalization, they have to specifically improve themselves in the fields of management, marketing, product diversification, infrastructural development, technological upgradation. Moreover, new small and medium enterprises may have to move from slow growth area to the high growth area and they have to form strategic alliance with entrepreneurs of neighbouring countries. A data bank on industries to guide the prospective entrepreneurs including investors from abroad is also needed.

Khanka (1998)\(^{58}\) in his study observed that the development of Small scale industries in Assam is at low level because of inadequate infrastructural facilities, problems of finance, marketing and insurgency. Therefore, for industrial development, Government should create infrastructural facilities like transport, communication, power, energy etc. Moreover, state level techno economic survey should be carried out to explore the possibilities for developing specific industries successfully. Local people should be motivated to promote

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entrepreneurial spirit in the region. Government should take strong initiatives to curb the insurgency in the region to make congenial climate for industrialization.

Ventaeshwarlu and Purushothaman (2000)\textsuperscript{59} expressed the view that advertising should be linked with frequency of purchase. As per their study a majority of the urban working women purchase their products in the beginning or once in three months, which led to the attention of several companies for concentrating their advertising campaign during that period of time.

Sasikanth Prabhu (2006)\textsuperscript{60} suggested that an effective strategy was the unique formula for success that forms the foundation of a business plan as well as governing day to day operations. He stressed that strategy is all about long term goals, resource allocation/utilization and about actions to achieve the goals.

Muntaz Ali Junejo, et al (2008)\textsuperscript{61} investigated the growth of different small scale industries in terms of sales, profit and employment. The researchers have selected 113 different small industrial units from the Sukkur estate area. It has found that growth of sales, profit and employment has been decreasing since 1990 to 2004-05 in the estate from 5 percent to 3 percent every year by the reason of lack of professional education of the owners in the field of management and marketing. This research has found that the growth rate of established units since inception of estate is not satisfactory i.e 37.91 percent.

\textsuperscript{60}Sasikanth Prabhu (2006), Marketing Genius, England: Capstone publishing Ltd.
Kim and David (2008)\textsuperscript{62} investigated the question of what contributed to advertising likeability and advertising dislike ability in India by surveying the respondents in Mumbai. He pointed out that the Indian respondents have a positive attitude towards advertising in general.

Archana Kumar (2009)\textsuperscript{63} The purpose of his study is to examine the direct and indirect effects of individuals' self-concept, product-oriented variables (i.e. consumer's need for uniqueness (NFU), and clothing interest), and brand-specific variables (i.e. perceived quality and emotional value) on purchase intention toward a US retail brand versus a local brand that are available in the Indian market. Data obtained from 405 college students in India were analyzed using structural equation modeling. This study found that Indian consumers' self-concept and NFU had indirect effects on purchase intention of the US brand and the local brand. Both self-concept and NFU positively influenced clothing interest. Clothing interest positively influenced perceived quality and emotional value for the US brand, but not for the local brand. Emotional value was found to be an important factor influencing purchase intention toward the US brand and the local brand as well. However, perceived quality did not affect Indian consumers' purchase intention of the US and local brand. Implications for both US and Indian retailers are provided.

Sonia and Kansai Rajeev (2009)\textsuperscript{64} studied the effects of globalization on Micro, Small and Medium Enterprises (MSMEs) during pre and post


liberalization from 1973-74 to 2008-09. They used four economic parameters namely number of units, production, employment and export and interpreted study results based on Annual Average Growth Rate (AAGR) calculation. AAGR in pre liberalization period (1973-74 to 1989-90) was higher in all selected parameters than that of post liberalization period (1991-92 to 2007-08). They concluded that MSMEs failed to put up an impressive performance in post reform era.

Reijonen (2009)\(^{65}\) analyses the perceptions of marketing held, the marketing practices adopted and the success aimed at in SMEs. It is found that SME marketers perceived marketing through concrete practices that often relate to promotion, selling and customer relationships and they professed a combination of several philosophies to succeed.

Radiah Abdul Kader, et al (2009)\(^{66}\) presents the determinants of small business success as perceived and experienced by rural entrepreneurs. A sample of small rural entrepreneurs under the One-District-One-Industry (ODOI) programme in Malaysia was surveyed using a structured questionnaire. Despite the importance of both internal and external factors, this study found that the external factors are more dominant than the internal ones in contributing to the business success of the ODOI entrepreneurs. All the external factors extracted by factor analysis narrow down to the important role of the government in promoting small business success. Therefore, the government should


continuously provide assistance and favourable environment conducive to small entrepreneurship in the rural area.

**Vertica Bhardwaj, (2010)** investigated the differences between U.S. global and local brands in the Indian market. Attitudes toward American products and the brand equity of U.S. global and local casual apparel brand in the Indian market are examined. It is postulated that global and local brand influence brand equity, which is composed of brand image, brand awareness, emotional value, perceived quality, brand loyalty, and purchase intention. A total of 411 college students in India participated in the survey. Using repeated measures ANOVA, this study finds that Indian consumers perceive global and local brands differently based on brand equity.

**Bhavani T.A. (2010)** highlights the issue of quality employment generation by the SSIs and negates the short term attitude of increasing the volume of employment generation compromising with quality. The author argues that employment generation by the SSIs may be high in quantitative term but very low in quality. Technological upgradation would enable the small firms to create quality employment improving remuneration, duration and skill. This structural shift may reduce the rate of employment generation in the short run but would ensure high-income employment generation in the long run.

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Robil Sahni, et al (2011)\textsuperscript{69} pointed out that the Small and Medium Enterprises (SME) form the backbone of the Indian manufacturing sector and have become engine of economic growth in India. This paper closely analyses the growth and development of the Indian small scale sector from opening of the economy in last few years. Another part looks into the present scenario of SMEs and the problems they phases like lending, marketing, license issues in detail. The Micro, Small and Medium Enterprises Act, 2006 is intended to boost the sector. The provisions of the Act are examined closely. The final part in this paper provides some future policy framework for the sustainability of the sector and analysis the facts on SMEs.

Subrahmanya Bala (2011)\textsuperscript{70} has probed the impact of globalization on the exports potentials of the small enterprises. The study shows that share of SSI export in total export has increased in protection period but remain more or less stagnated during the liberalization period. However, the correlation co-efficient in liberalization period is higher than that of protection period suggesting that the relationship between the total export and SSI export has become stronger in liberalization period. This may be due to the drastic change in composition of SSI export items from traditional to non-traditional and growth in its contribution to total export through trading houses, export houses and subcontracting relation with large enterprises. Thus, the current policy of increasing competitiveness through infusion of improved technology, finance, and marketing techniques should be emphasized.


In regard with some contextual variables as control variables Hakimpoor, et al (2011)\(^{71}\) investigated the role of structural dimensions of marketing network as important moderators on this relationship. Researchers hypothesize that the size, formality, diversity, density, stability and flexibility of marketing network will positively moderate the relationship between SMP and SMEs’ performance to test the validity of model. The authors are intended to fill up the gap about the lack of research on SMP Performance relationship in SMEs’ context. The study proposed that structural dimensions of marketing network are important moderators on relationship between strategic marketing planning (SMP) and SMEs’ performance.

Hemanta Saikia (2011)\(^{72}\) Globalization of Indian economy and fast and large industrialization questioned the sustainability and endurance of small scale industries (SSIs) from 1991. In this regard productivity and performance is remaining an issue that needs analysis for their development. However economic underdevelopment is remain a problem for the development of small scale industries. In this paper an attempt has been made to examine the productive performance of in small scale industries in India in underdeveloped areas with special reference to Assam. The findings of the study suggest the Total Factor Productivity (TFP) of SSIs in underdeveloped areas seemed to be growing steadily over the time. The overall linear trend line of TFPG of SSIs of India indicates a declining trend over the periods from 1973-74 to 2001-2002.


Mulimani, et al (2012) studied the SSI units and their problems and prospects. These units are playing a key role in the gross root economy in the study region. The secondary data have been compiled from the different sources and analytical methods have been employed for analysis. The resource base and locational advantages and disadvantages are also considered to identify the problems and also paid an attention for prosperity of SSI units. The planning policies are also revealed and also suggested the strategy for the prospering of such units with effective suggestions. Hope so, the proper plan may be help to bring the changes towards the path of prospering in the study area.

Satendra Thakur, et al (2012) examined the relationship between brand image, customer satisfaction and loyalty intention in the context of cosmetic product of selected company brand among the peoples of central India, five benefit of brand image has been discussed namely social, functional, symbolic, experiential and appearance enhance. Information has been obtained from 150 male as well as female customers who always used the cosmetic product of selected brand for the proposed research work. Result has showed that three brand image benefit namely functional, social and appearance enhance has positively and significantly related to customer satisfaction and loyalty intention and two benefit namely experiential and symbolic has no significant impact on customer satisfaction and loyalty intention on the other hand result indicate that

there is a positive relationship between customer satisfaction and loyalty intention.

**Shrinivas Patil (2012)**\(^75\) in his research Customers’ of select companies were critically interviewed on multiple parameters for customer satisfaction. Each parameter is logically identified and then administered to the customers’ through appropriate questions. More than 300 customers’ are interviewed for this study. The sample is select from three cities Hubli, Dharwad and Belgaum. The overall observation from the study reveals that the users of LG microwave are satisfied at a higher enormity that the domestic firms Videocon and Onida. On many parameters LG was privileged than domestic companies. The study also reveals that the LG firm is highly customer oriented and known for making customer driven innovative and superior quality products. The domestic firms must take initiatives, be proactive and provide good products and conquer higher customer satisfaction. LG products have proved themselves about their advanced technology, be it television, microwave oven or washing machine and all these have outperformed domestic company products. LG superiority is not only with products, they are equally ahead even in customer services like grievance handling, speedy, effective technical support and service.

**Dineshkumar and P. Vikkraman (2012)**\(^76\) investigated customer satisfaction in the organized retail outlets in Erode city of Tamil Nadu state in India. The objectives are to identify the determinants of customer satisfaction in the organized retail outlets in Erode city, to identify the attitude and behavior of

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the customers those who are purchasing in organized retail outlets, and to study about the future prospects of organized retail outlets in the city. Customer satisfaction is a significant subject for most marketers. A total of 200 questionnaires have been randomly distributed to retail customers. Using descriptive statistics method, cross table analysis, chi-square test and correlation method (to compare between different means) the data collected is analyzed. The result of this analysis suggests the degree of customer satisfaction in terms of services provided by organized retail outlets in Erode.

Siddharth Shriram Shimpi et al (2012)\textsuperscript{77} the present study investigates and evaluates „attitude characteristics” which affects consumer buying behaviour of male cosmetics products in Pune city. A questionnaire was developed and distributed to Pune male consumers aged 20 to 50 years by using convenience sampling technique. The total sample consists of 156 respondents. Data was analyzed by using factor analysis in SPSS version 17.0. The study provides evidence and an insight on various variables used for analysis and reveals that self-esteem, anxiety, self presentation and conformity have given more significance by Pune men for purchasing male cosmetics products.

Sheetal, et al (2012)\textsuperscript{78} addressed to integrate marketing strategies comprising marketing mix and marketing intelligence by SMEs and a survey on customers has been conducted to validate the marketing strategies. The survey logical view of the entrepreneurs and customers has been integrated through


existing theoretical framework. An empirical study conducted in small and medium enterprises in Hisar (India) enrich the information base and government to boost the financial base because small scale industries are an integral part of the industrial background of the country and employment generator segment of the economy. Furthermore findings suggest that entrepreneurs should upgrade their information base to evoke stream of consciousness and tested through exploratory factor analysis and one sample t-test. The research finding implies that there is a communication gap between consumers and entrepreneurs.

Chalotra Vipul (2012) 79 his study takes into consideration small manufacturing firms’ product-mix and customer satisfaction. The hypotheses were examined by analysing primary data collected from 368 customers who were using the products manufactured by small functional manufacturing units sub-divided into ten lines of operation in district Udhampur, J&K State. Validity and reliability of the scale in the construct were assessed through BTS and Cronbach-alpha test. The results of regression analysis and ANOVA revealed that customers’ satisfaction is dependent upon product quality, product features, product image and product services offered along with the product and there exists significant mean difference as far as customer satisfaction is concerned with regard to their age, qualification and profession. To nurture customer satisfaction small scale industries should come up with regular advertisement, reputed brand, more products features and delighted after sale service.

Ganesh Dash and Suneeli Anand (2013)\textsuperscript{80} analyzed the consumer buying behaviour towards Dairy products. The researchers have also tried to compare the preference of customers for the various dairy products of Amul and Saras depending upon the parameters (Quality, Taste, Availability, Advertising etc) in order to find out which product of which brand is better in comparison. In accordance to the objective of the study, descriptive research was conducted to collect the information and carry out the research. Both primary and secondary data were gathered for the same. After a thorough empirical analysis, it was inferred that there is an association between the purchase of a particular Brand and the factors affecting its choice, thereby meaning that while choosing a brand the consumer considers factors like quality, taste, availability etc.

Prakash, et al (2013)\textsuperscript{81} explored the challenges of Customer Relationship Management and strategies in implementing CRM solution in manufacturing industries in India. The attention and importance of customer relationship management drives Indian manufacturing industry witnesses to meet the significantly higher expectations of customers. This study provided insight into operational issues, deterrents of CRM implementation and successful CRM program factors such as assessment of readiness for CRM implementation, Transformation Management, CRM as Employee initiatives and engagement and CRM as project management.


Ajai Krishnan, et al (2013) pointed out that the grooming products are not exclusive to women. In fact, there are a huge variety of products designed especially for men for shaving, cleansing, moisturizing, treating skin problems etc. The men's grooming market in India is booming, with a growth rate of 25 per cent every year. Industry experts attributed this rapid growth to the rising consciousness among men about how they look. Industry estimates suggested that the market size for men's personal care products is Rs 1,700 cr. At present the monthly per capita consumption is Rs 850, a figure that is expected to touch Rs 1,774 by 2015 and Rs 3,739 by 2020.

The purpose of this research is to identify the factors that influence customer behaviour and their buying decision making. The study tries to identify the significance of factors such as quality and attribute of products, price, product’s ingredient, product brand name and package, on the buying behaviour. The study made use of primary and secondary data. A detailed questionnaire was developed and distributed to customers who are in the age group of 15-45 years old and living in Ernakulam District, Kerala, India. The total sample consists of 200 respondents and is selected by using simple random sampling method. The results of the study indicated that the main reasons behind the usage of grooming products are for improving personal care, attractiveness and there by improvement in developing self confidence and result in status building.

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Suvarna Sable (2013)\textsuperscript{83} attempts to identify key challenge faced by rural women entrepreneur and entrepreneurship. The study is based on primary data collected by administrating questionnaire in 10 villages of Osmanabad district, Maharashtra and by selecting 10 rural women entrepreneurs from each village. The study shows that there exist multiple business opportunities for rural women entrepreneurs in rural India. Out of all the challenges faced by rural women entrepreneur, social challenge is the key (number one) challenge faced by rural women entrepreneurs. Dr. C.B. Vijaya Vittal

Ravikiran and Dr. C.B. Vijaya Vittal (2013)\textsuperscript{84} in their research an attempt is made to explore the factors and strategies contributing to the success and failures of the products of small entrepreneurs. It does not identify any industry specific strategies and factors, managerial abilities or other specific characteristics related to successful operation of small entrepreneurs. This study provides guidelines for the success of the products for small entrepreneurs. This could help to improve the ability of small entrepreneurs to develop and prosper in an increasing competitive and complex world. A model has been developed to forecast the success or failure of the product which will be useful for small entrepreneurs.

From a close scrutiny of the literature it appears that no such systematic and significant study has been attempted on the customer’s satisfaction in reference to micro brands product produced by the micro enterprises. The present study, “A


study on customer satisfaction with micro brands in Tiruvarur district of Tamilnadu with special reference to food products” attempts to fill this research gap. This study differs from other previous studies in the literature in that it analyses customer satisfaction factors such as product features, product quality, product price, product packaging, services, brand and promotion. The study provides new and empirical insight into the ongoing debate on the importance of micro brands. It is expected that the findings of this research work have practical utility to the manufacturers of small brands especially in the global competitive scenario.