

**Abstract:**

This study investigates customer satisfaction towards non-woven fabrics produced by Jayashree Spun Bond in Madurai City. Non-woven fabrics are widely used across various industries, including healthcare, agriculture, and packaging, due to their durability, versatility, and cost-effectiveness. The research aims to assess customer perceptions of product quality, pricing, availability, and service, while identifying factors that influence satisfaction and loyalty.

Data was collected through surveys and interviews with customers, including manufacturers, retailers, and end-users of non-woven fabrics. The study evaluates key parameters such as product strength, consistency, customization options, delivery timelines, and after-sales support. It also explores the impact of market competition and emerging trends on customer preferences.

The findings reveal that customers appreciate the durability and affordability of Jayashree Spun Bond's non-woven fabrics, but there is room for improvement in areas like product innovation and delivery efficiency. Additionally, personalized service and proactive communication were identified as critical factors for enhancing customer satisfaction.

The study concludes with recommendations for Jayashree Spun Bond to strengthen its market position by investing in product development, optimizing supply chain operations, and building stronger customer relationships. These measures can help the company better meet customer needs and sustain long-term growth.