

Abstract:

This study examines customer satisfaction towards Krishna Jewellery, a leading jewelry retailer in Dindigul, focusing on the factors that influence customer loyalty and purchasing decisions. In the highly competitive jewelry industry, customer satisfaction is critical for building trust, enhancing brand reputation, and ensuring repeat business. The research aims to analyze customer perceptions of product quality, design variety, pricing, customer service, and the overall shopping experience offered by Krishna Jewellery.

Data for the study was collected through structured surveys and interviews with a sample of customers from diverse demographic backgrounds. Key areas of analysis include the availability of traditional and contemporary designs, the transparency of pricing and billing, responsiveness of staff, and the effectiveness of after-sales services. The study also explores the role of promotional offers and digital presence in shaping customer preferences.

The findings reveal that customers value Krishna Jewellery for its high-quality products, wide selection of designs, and trustworthy service. However, the study identifies opportunities for improvement, such as enhancing the digital shopping experience, offering personalized services, and introducing loyalty programs to attract and retain customers. The study concludes with actionable recommendations to help Krishna Jewellery further enhance customer satisfaction and strengthen its competitive position in the market.