

A research study on Customer expectation and satisfaction level of Urban Clap in beauty services with special reference to Pune.

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Abstract

States that expectation play an important part in service quality. Currently, the most widely adopted view of service quality results from customers' expectations being met or exceeded.

With increasing boom in the E Commerce and fast life style there is a huge demand of online services and home delivery services. Customers are using such services for Transportation, Food, Personal Care, Health and many more.

Providing home services will always be in demand but along with services the satisfaction level of consumer in this industry is also very important to survive in the market.

The objective of this research paper is to understand the customer satisfaction level and expectation of the Urban Clap (in beauty services) with reference to Pune.

Introduction

The service industry is designed for such professionals that supply services, or intangible goods, to consumers. Unlike the manufacturing sector, which produces physical product that is sold to the public, the service industry gives services to satisfy the need of customer. The individuals who make up this industry are professionally hired to perform tasks. Companies use various modes to provide services; one of them is E Commerce.

E-commerce also called as electronic commerce is a process of buying and selling of goods and services, or the transferring of funds or data, through electronic network, mainly through the internet. There are Business transactions as well as personal transactions that occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business. In all these transactions like B2B, B2C or C2C the customer expectation and satisfaction level is very important. As there are many competitors in Service industry so all have to understand the needs and expectations of customers.

The perception and feelings that a customer has about any product or service (tangible or intangible) is known as Customer Expectation and Customer Satisfaction is his/ her behaviour after consuming that product."

The quality of service and satisfaction comes from how well the real service performs, in other words the service provided and feedback, should match the customer's expectations. Thus, expectations and their management are of great importance to perceived service quality and satisfaction.

Now a day providing home services to customer always make them delight and Urban Clap clearly understand the customer requirement and giving the home services in different area like Personal care, Packers & Movers, Dietician, Personal Fitness and many more. They have three major competitors like House joy & Quicker services which are giving services in all these sectors.

The company objective is to provide quality service to their customers. The company advertises through various modes like sending video of their satisfied customers on Facebook, Instagram and You tube.

Urban Clap is an app – based service marketplace that connects customer to service professional. Their strategy is to connect more and more number of customers to use the platform of Urban Clap to make their life more easy and comfortable.

With the rise in Nuclear families, Dual Career couples, the focus of customer is to spend quality time with their families whenever possible. Services at the door step at one click of the mouse is welcoming change accepted by customers today, giving rise to business model like Urban Clap, is here to stay for long time. However the success of these businesses is well dependent on how successfully Urban Clap can meet the expectations of its customers, reduce their pain and provide an overwhelming satisfaction to its customer base.

The purpose of this Research Paper is to understand what is the expectation of customer from Urban Clap with respect to Beauty Services and their satisfaction from such services.

Objective

To understand the customer expectation and satisfaction from Urban Clap (beauty services) with reference to Pune.

Hypothesis

There is no significant relationship between customer's expectations and satisfaction with the provided beauty services.

Research Methodology

The present Research study is exploratory in nature as we want to know the Expectation level & Satisfaction level of consumers in beauty services of Urban Clap.

Sample Size: The study includes a survey of users of Urban Clap in area Wakad, Pune. Simple Random Sampling was used to collect the data. To achieve the objective, a structured questionnaire was distributed among 150 respondents & 145 filled questionnaires were received. The data for the study were collected from March 2018-April-2018.

Measures: The study aims at finding the perceived expectation and satisfaction level of customers especially in beauty services of Urban Clap in terms of Quality service, Value for money, professional approach and customer's feedback.

Literature Review

Service Quality- Service quality, customer satisfaction and customer value is a main concern in all sectors including personal care also. According to Kumar, Kee and Manshor (2011) High level of Customer satisfaction is one of the important consequences of marketing activity, "satisfaction is the consumer accomplishment response. It's just a judgment that a product or service feature, or the product or service itself, provides a pleasure able level of consumption – related fulfilment".

Guthrie, M. & Jung J. (2012) in their study women's perceptions on home services of personal care involves lot of trust and professionalism.

As we move towards a time-poor world, where women shoulder as many responsibilities at the workplace as at home, the whole concept of a salon where you have to wait for ages before you can get your turn, is obsolete.

As per the research done by Jai Vardhan on 8th Sep, 2015, besides food & health, providing beauty services at doorstep are plugged as one of the biggest opportunity.

Professional women lead busy lines some tend to prefer availing of such services at home. Likewise Urban Clap, one more promising start-ups like Belita (founded in 2010) does about 1,300 orders in a month (as per the survey and research done by Jai Vardhan in Sep 2015).

Jai Vardhan's one more research says that (Getlook) which is a creation of IIT-KGP graduates Gaurav Maheshwari and Ronak Sharda, that Get Look provides the beauty services at the customer's doorstep within two hours.

By these findings we can say that providing quality beauty care services at doorstep is a boon for female working professionals as well as for housewives.

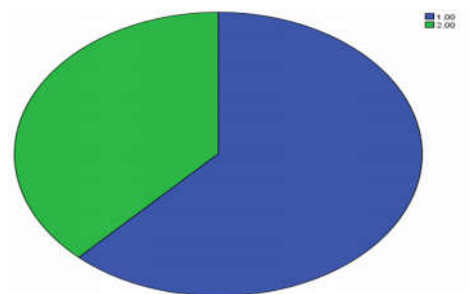
Data Analysis

Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.911	.919	7

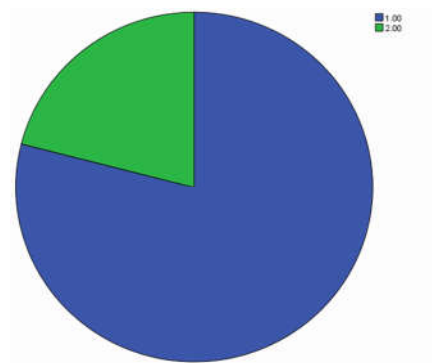
Frequency Table

1. Do you have an Urban Clap App and from that you book your services.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	62.0	62.0	62.0
	No	38	38.0	38.0	100.0
	Total	100	100.0	100.0	



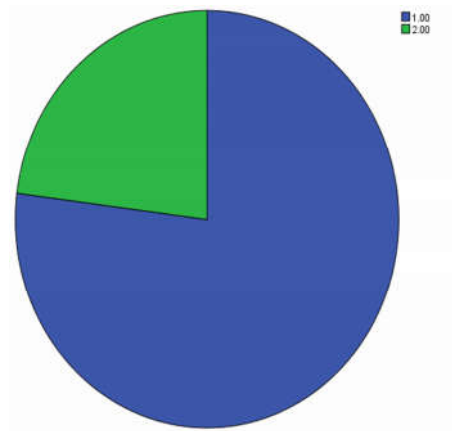
From the above pie chart it was found that 62% book the services from Urban Clap App & 38 %book services from other sources.

2. Did the Urban Clap service provider come on time?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	79	79.0	79.0	79.0
	No	21	21.0	21.0	100.0
	Total	100	100.0	100.0	



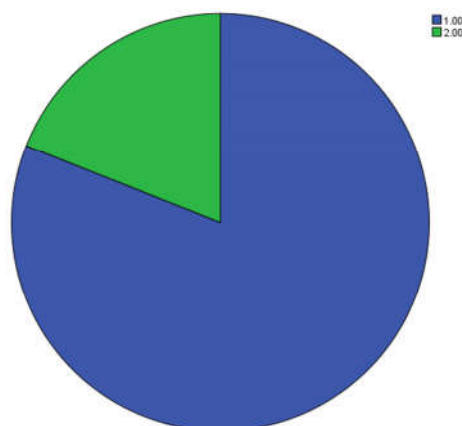
After the analysis , we came to know that 79% respondents say that service provider cam on time and 21% respondents says that service provider did not came on time.

3. Did you find the service provider having the complete information about the service?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	77	77.0	77.0	77.0
	No	23	23.0	23.0	100.0
	Total	100	100.0	100.0	



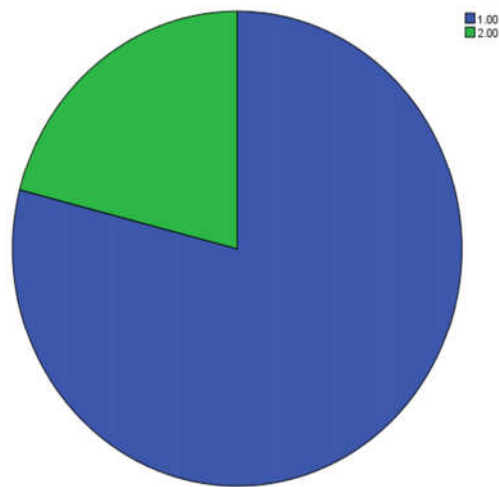
After the analysis we found that 77% service provider have the complete information and 23% respondents do not have complete information about the services.

4. Did you find them clean and hygiene?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	81	81.0	81.0	81.0
	No	19	19.0	19.0	100.0
	Total	100	100.0	100.0	



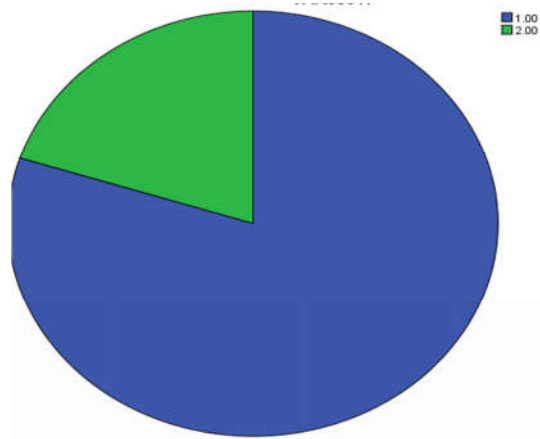
In this, 81% respondents says that Service provider were clean and hygiene \$19 % respondents says that they are not clean and hygiene.

5. Did they come along with the complete kit					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	79	79.0	79.0	79.0
	No	21	21.0	21.0	100.0
	Total	100	100.0	100.0	



After the observation, we found that 79% respondents says that service provider came along with the complete kit and 21% respondents says that the service provider do not come with the complete kit.

6. Did they finished the service on time and how was the quality of their service.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	80	80.0	80.0	80.0
	No	20	20.0	20.0	100.0
	Total	100	100.0	100.0	



In this, we found that 80% respondents says that the service provider finished the service on time and service quality was also good & 20% respondents says that they did not finished the service on time and quality of service was not good.

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Booking of Urban clap services is easy/Convenient	30.020	99	.000	3.45000	3.2220	3.6780
Quality of Urban Clap Services	38.640	99	.000	3.57000	3.3867	3.7533
Behaviour of Service Provider	45.505	99	.000	3.72000	3.5578	3.8822
Rate the feedback of Urban Clap	42.418	99	.000	3.67000	3.4983	3.8417

Do you find them better from their competitors(Local beauty parlour)	41.259	99	.000	3.61000	3.4364	3.7836
Do you find it value for money	42.214	99	.000	3.60000	3.4308	3.7692
Quality of the cosmetics used by the Urban clap service provider	38.992	99	.000	3.65000	3.4643	3.8357

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig
Between People		384.530	99	3.884		
Within People	Between Items	4.460	6	.743	2.148	.046
	Residual	205.540	594	.346		
	Total	210.000	600	.350		
Total		594.530	699	.851		
Grand Mean = 3.6100						

Conclusion:

As on the basis of above data analysis it has been proven that there is a significant relationship between customer's expectations and satisfaction with the provided beauty services.

As per the survey, it is found that more then 65 % respondents are satisfied with the urban clap services. However to improve more and give better services to their customer, urban clap can focus on few points such as...

- The company should focus that downloading the urban clap app should be very easy & customer should not have any problem to book the services from the urban clap app.
- After the survey it was also found that the service provider should reach on time to provide services which will make the customer delight .
- The urban clap kit which the service providers use should be having all the accessories required to give customised service to customer.
- The hygiene level of the service provider is also very important for the customer; the service provider should be hygiene & should be very professional in the terms of services.
- The urban clap representative should have the complete & proper information about the services and products which he/she is giving to customer.
- The company should take proper feedback from customer after providing services which also shows professionalism.

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