



BUYER GRATIFICATION ON CHERAN MACHINERY EQUIPMENTS FROM B2B PERSPECTIVE

B. Merceline Anitha* & Pranav A**

* Assistant Professor, Department of MBA, Sri Ramakrishna College of Arts & Science, Coimbatore, Tamil Nadu, India

** Student, Department of MBA, Sri Ramakrishna College of Arts & Science, Coimbatore, Tamil Nadu, India

Cite This Article: B. Merceline Anitha & Pranav A, "Buyer Gratification on Cheran Machinery Equipments From B2B Perspective", International Journal of Current Research and Modern Education, Volume 11, Issue 1, January - June, Page Number 28-31, 2026.

Copy Right: © Crystal Pen Publication, 2026 (All Rights Reserved). This is an Open Access Article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Type of Review: Peer Reviewed as per |C|O|P|E| Guidance.

Disclaimer: The scholarly papers reviewed and published by Crystal Pen Publication, India, reflect the views and opinions of their respective authors and do not necessarily represent the views or opinions of Crystal Pen Publication. The publisher disclaims any responsibility for any harm, loss, or damage resulting from the use of the published content by any party.

DOI: <https://doi.org/10.5281/zenodo.18709085>

Abstract:

The study aimed to analyse the level of customer satisfaction toward Cheran Machinery Equipments from a B2B perspective. Data were collected from 150 business clients using a structured questionnaire that measured satisfaction across key dimensions such as product quality, performance, reliability, service support, and after-sales experience. The data were analysed using descriptive statistics and correlation methods to identify the major factors influencing customer satisfaction. The findings revealed that most respondents were highly satisfied with the quality and operational efficiency of Cheran's machinery, while a moderate level of satisfaction was observed regarding after-sales service and technical support. The study concluded that enhancing service responsiveness and long-term maintenance programs could further strengthen customer loyalty and brand trust.

Key Words: Customer Satisfaction, Cheran Machinery, B2B Market, Printing Equipment, After-Sales Service, Product Quality

Introduction:

Customer satisfaction plays a crucial role in determining the long-term success of any business-to-business (B2B) organization. In the machinery and equipment industry, where purchasing decisions involve high investments and technical evaluation, understanding client satisfaction is essential for sustainable growth. The satisfaction of business clients depends not only on product performance but also on factors such as service quality, reliability, and the overall value provided by the supplier. Measuring satisfaction helps identify strengths and areas for improvement, ultimately supporting better customer retention and business expansion.

Cheran Machinery Equipments has emerged as a prominent manufacturer and supplier of advanced printing machinery, serving numerous industries across the B2B segment. The company focuses on delivering high-quality, durable, and technologically advanced machines that meet the diverse needs of commercial clients. In a competitive market, Cheran's emphasis on innovation, precision engineering, and customer-oriented service has helped it establish strong relationships with its business partners.

This study focuses on analyzing customer satisfaction from a B2B perspective, assessing key factors such as product quality, reliability, delivery performance, and technical support. It aims to identify the aspects that contribute most significantly to client satisfaction and loyalty. The findings are expected to help Cheran Machinery Equipments strengthen its service standards, refine product offerings, and develop long-term strategies for improved client relationships. By understanding and addressing the needs of B2B customers, the company can enhance its competitive position and foster sustainable growth in the machinery manufacturing industry.

Objectives of the Study:

- To assess the quality and performance of Cheran Machinery from a B2B user standpoint
- To measure the effectiveness of after-sales service and technical support
- To evaluate the timeliness and reliability of product delivery
- To understand the communication and responsiveness of Cheran's sales and support teams
- To identify key satisfaction drivers and areas for improvement

Review of Literature:

Gaiardelli, P., Saccani, N., & Songini, L. (2019) evaluated how after-sales network performance can be measured and applied within the automotive industry. Data were gathered from two automotive case companies and their service networks. Using an empirical approach, the study analyzed performance measurement systems across different levels process, activity, and business. The findings highlighted that aligning performance metrics across all levels of the supply chain is crucial for achieving effective after-sales service outcomes and ensuring strategic consistency throughout the network.

Syahrial, E., Suzuki, H., & Schvaneveldt, S. J. (2020) examined how product serviceability affects after-sales service costs, customer satisfaction, and loyalty among Japanese automobile and air-conditioner users. Using a sample of 1,464 respondents and methods such as EFA, CFA, and SEM, the study identified four key dimensions: tangibles, assurance, responsiveness, and after-sales service cost. Results confirmed that all four positively influenced customer satisfaction and loyalty, with service cost acting as a mediating factor. The study concluded that integrating serviceability considerations into product design can improve satisfaction and strengthen loyalty.

Saccani, N., Songini, L., & Gaiardelli, P. (2022) analyzed the role of after-sales services in manufacturing sectors, including automotive, household appliances, IT, and consumer electronics, based on 48 Italian firms. Findings showed that while industries like electronics and appliances focus on customer satisfaction and brand image, the automotive sector integrates after-sales services strategically. Most firms used simple, short-term performance systems emphasizing non-financial metrics; however, automotive firms displayed more advanced, efficiency-oriented measurement systems.

Dini, E. (2024) investigated how product delivery time impacts customer satisfaction at CV. Timur Jaya Elektronik. Using a descriptive quantitative approach with tools such as regression, correlation, and t-tests, results showed a strong positive relationship between delivery timeliness and customer satisfaction. The study concluded that prompt delivery significantly enhances satisfaction, while delays negatively affect customer perception and loyalty.

Dugan, R., Chaker, N. N., Nowlin, E., Deeter-Schmelz, D., Rangarajan, D., Agnihotri, R., & Itani, O. S. (2023) developed a framework for understanding and managing sales crises based on expert discussions from the American Marketing Association conference. The study emphasized that sales crises can stem from both internal and external factors and affect all levels of a sales organization. It encouraged viewing crises as opportunities for learning and adaptation, helping sales teams develop resilience and strategic agility during disruptions.

Amrovani, M. (2024) explored service failures and customer satisfaction in Iranian tourism agencies from both provider and customer perspectives. Through interviews with 30 service providers and 21 international clients, the study found that most failures stemmed from controllable micro-level issues. Customers often expected quick resolutions regardless of fault. The study highlighted key recovery factors such as honesty, reliability, and communication, concluding that effective recovery strategies and service evaluations significantly improved satisfaction and repurchase intention.

Harzaviona, Y., & Syah, T. Y. R. (2025) investigated how customer satisfaction influences loyalty and marketing performance in Indonesia's heavy equipment industry. Data from 38 companies were analyzed using SmartPLS. Results indicated that customer satisfaction positively affects loyalty but negatively influences marketing organization performance directly. However, loyalty itself had a strong positive impact on marketing performance, showing that satisfaction indirectly drives organizational success through loyalty.

Keshvari, R. S., Faghani, E., Memarina, A., & Miremadi, A. (2025) explored factors influencing SHAHAB KHODRO customers' supplier selection decisions. Using 60 survey responses, the study evaluated the importance of elements such as price, quality, delivery time, flexibility, and service. Results revealed that customers prioritized technical performance, price, and timely delivery as key decision factors. The findings emphasized the need for suppliers to maintain quality and reliability to strengthen customer relationships and competitiveness.

Research Methodology:

Research Type: Descriptive

Data Collection:

- **Primary Data:** Primary data were collected through structured questionnaires and interviews with Cheran Machinery's business clients and distributors. The focus was on customer perceptions of product quality, reliability, pricing, delivery, and after-sales service.
- **Secondary Data:** Secondary data were obtained from company reports, trade journals, industry publications, academic research papers, and other credible online sources related to customer satisfaction and B2B relationship management in the machinery manufacturing sector.

Sampling Type: Stratified Random Sampling

Sampling Universe: The sampling universe for this research included business clients and corporate buyers of Cheran Machinery Equipments engaged in textile printing, manufacturing, and related industrial applications.

Sample Size: 150

Statistical Tools Used: Percentage Analysis

Data Analysis and Interpretation: Percentage Analysis:

Variables	Particulars	Frequency	Percent
Department	Purchase Managers	24	16
	Operations Heads	44	29.3
	Operations Heads	20	13.3
	Others	62	41.3
How would you rate the overall	Excellent	26	17.3
	Good	21	14
	Average	48	32
Performance of Cheran machinery?	Poor	29	19.3
	Others	26	17.3
How satisfied are you with the durability of Cheran equipment?	Very Satisfied	33	22
	Satisfied	41	27.3
	Neutral	40	26.7
	Dissatisfied	36	24
Which aspects of machine performance do you find most impressive?	Build Quality	18	12
	Output Efficiency	37	24.7
	Ease of Operation	39	26
	Energy Consumption	35	23.3
	Noise / Vibration Levels	21	14
How responsive is Cheran's service team when	Very Fast	20	13.3

you request support?	Fast	40	26.7
	Average	41	27.3
	Slow	31	20.7
	Very Slow	18	12
Compared to other machinery suppliers, how does Cheran perform?	Much Better	32	21.3
	Slightly Better	17	11.3
	About The Same	11	7.3
	Slightly Worse	57	38
	Much Worse	33	22
	Total	150	100

Among the 150 respondents, the largest proportion, 16%, were Purchase Managers, 29.3% were Operations Heads, 13.3% were Supervisors, and the remaining 41.3% were from other departments.

Regarding the overall performance of Cheran machinery: 32% rated it as Average, 17.3% as Excellent, 14% as Good, 19.3% as Poor, and 17.3% provided other responses.

In terms of durability, 22% were Very Satisfied, 27.3% were Satisfied with the equipment, 26.7% were Neutral, and 24% were Dissatisfied.

When asked about which aspects of the machinery they found most impressive, 26% highlighted ease of operation, 24.7% noted output efficiency, and 23.3% mentioned energy consumption. Other notable factors were build quality (12%) and noise/vibration levels (14%).

Regarding Cheran's service team, 26.7% felt the team was fast in responding to support requests, 27.3% rated the responsiveness as Average, 13.3% thought the response was Very Fast, 20.7% found the response Slow, and 12% rated it as Very Slow.

When compared to other machinery suppliers, 38% felt that Cheran's performance was Slightly Worse, 22% believed it was Much Worse, 21.3% thought Cheran performed Much Better, 11.3% felt it was Slightly Better, and 7.3% believed Cheran performed About the Same as other suppliers.

Findings:

- Most of the respondents are from the Department of Operations Heads.
- Most respondents rated the overall performance of Cheran machinery as Average.
- Most respondents are satisfied with the durability of Cheran equipment.
- Most respondents found output efficiency to be the most impressive aspect of machine performance.
- Most respondents felt that Cheran performs slightly worse compared to other machinery suppliers.

Suggestions:

- Ensure every machine meets high-quality standards to minimize operational breakdowns and enhance reliability for business clients.
- Provide prompt after-sales service and quick technical assistance to reduce downtime and improve trust.
- Establish dedicated technical teams to support customers with installation, operation, and troubleshooting.
- Conduct regular training and demonstration programs to help users handle machinery efficiently and safely.
- Strengthen logistics management to ensure timely delivery of equipment and spare parts.
- Maintain clear and transparent communication regarding product specifications, delivery schedules, and service updates.
- Collect regular customer feedback and take corrective actions based on common concerns and suggestions.
- Offer flexible pricing policies, bulk purchase discounts, and loyalty benefits to encourage repeat business.
- Continuously upgrade machinery with modern technology to meet changing industrial requirements.
- Develop long-term business relationships through personalized support and consistent follow-up with clients.

Conclusion:

Customer satisfaction is a key factor in strengthening Cheran Machinery Equipment's presence in the B2B market. Ensuring consistent product quality, reliability, and performance helps the company gain customer confidence and reduce operational disruptions for clients. When backed by timely service, transparent communication, and quick problem resolution, these factors collectively enhance customer trust and strengthen Cheran's market credibility. Maintaining these standards also ensures long-term partnerships with industrial clients who value dependability and technical excellence.

Customer satisfaction is a continuous process that requires consistent effort and innovation. By combining product excellence, service reliability, and relationship management, Cheran Machinery can achieve sustainable growth in a competitive B2B environment. The company should continue to invest in technology upgrades, customer engagement, and eco-friendly product development to meet evolving industry demands. A strong focus on these aspects will ensure lasting customer loyalty, repeat business, and a stronger brand image in the machinery manufacturing sector.

References:

1. Gaiardelli, P., Saccani, N., & Songini, L. (2007). Performance measurement of the after-sales service network Evidence from the automotive industry. *Computers in Industry*, 58(7), 698-708.
2. Syahrial, E., Suzuki, H., & Schvaneveldt, S. J. (2019). The impact of serviceability-oriented dimensions on after-sales service cost and customer satisfaction. *Total Quality Management & Business Excellence*, 30(11-12), 1257-1281.
3. Saccani, N., Songini, L., & Gaiardelli, P. (2006). The role and performance measurement of after-sales in the durable consumer goods industries: An empirical study. *International Journal of Productivity and Performance Management*, 55(3/4), 259-283.

4. Dini, E. (2024). Influence of the timeliness of product delivery on customer satisfaction at CV. Timur Jaya Sumedang Electronics. *Journal of Economic Empowerment Strategy (JEES)*, 7(2), 14-19.
5. Dugan, R., Chaker, N. N., Nowlin, E., Deeter-Schmelz, D., Rangarajan, D., Agnihotri, R., & Itani, O. S. (2023). Preparing for, withstanding, and learning from sales crises: Implications and a future research agenda. *Journal of Personal Selling & Sales Management*, 43(2), 89-104.
6. Amrovani, M. (2024). Unpacking service failure across customer journey and performance management within the B2B and B2C business context: An insight from Iran (Doctoral dissertation, Heriot-Watt University).
7. Harzaviona, Y., & Syah, T. Y. R. (2020). Effect of customer satisfaction on customer loyalty and marketing organization performance in B2B market over heavy equipment company. *Journal of Multidisciplinary Academic*, 4(4), 242-249.
8. Keshvari, R. S., Faghani, E., Memarina, A., & Miremadi, A. (2012). The impact of B2B buying behavior on customer satisfaction within Shahab Khodro Company. *International Journal of Business and Management*, 7(7), 151-160.
9. Amsaveni, N. (n.d.). A study on the customer satisfaction on Cadbury products Dairy Milk. *Journal of the Oriental Institute*, 72(05), 69-76.
10. Jayashree, R. (2025). The impact of social media marketing on consumer purchasing decisions on Nike shoes. *International Journal of Management Research & Review*, 15(2), 66-72.
11. Ranganayaki, C. (2025). A study on marketing strategies and consumer perceptions with reference to Pizza Hut, Coimbatore. *International Journal of Management Research & Review (IJMRR)*, 10(1), 45-50.
12. Divya, D., Senthilkumar, C., & Dhanush, J. S. (2025). A study on consumer insights: Satisfaction and brand perception of United Cooling System. *International Journal of Analytical and Experimental Modal Analysis*, 17(2), 52-58.
13. Mythili, D. (2021). A study on impact of COVID-19 on digital marketing: Paradigm shift in consumer behaviour. *International Journal of Multidisciplinary Research and Modern Education (IJMRME)*, 7(2), 24-27.