An Overview Of Customer Satisfaction With Photo Studio Services With Special Reference To Glo Colour Labs Private Limited

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Abstract: Photographic service studios have been creating their own market niches and evolving at an arena of growing demand for good quality and personalized photography. Customers' satisfaction and loyalty at Glo Colour Labs Pvt. Ltd. were analyzed. Data collected from 150 customers were tested with tests such as T-Test, ANOVA, and Chi-Square. The results show that occupation, income, and residence have a significant effect on satisfaction, while age, gender, and marital status have very little effect on satisfaction. The marital status of individuals can affect their likelihood of becoming returning customers. Recommendations include customization of service packages, making areas more accessible for rural population. These will help build more satisfaction and retention. The findings will serve Glo Colour Labs in augmenting customer-oriented strategies aimed at sustained growth and competitiveness.

Index Terms - Customer Loyalty, Customer Satisfaction, Glo Colour Labs Pvt. Ltd., Photo Studio Services, Service Quality

INTRODUCTION

The service sector plays a crucial role in today's economy, significantly impacting GDP, job creation, and innovation. As demand continues to rise, there is a growing emphasis on enhancing service quality while also streamlining customer engagement strategies. As the industry matures, understanding its growth opportunities, the effect of technology, and new potential trends is vital to achieving sustenance.

The photo studio business has grown from traditional photography into a high-tech service. Most studios today address a variety of personal and commercial needs, whether it's about capturing cherished memories or enhancing promotions and branding efforts.

More demand for high-quality images has arisen with social media, making professional photography a must for personal milestones and corporate promotions. Besides photography, studios provide

retouching, color corrections, and custom printing services.With the evolution of our times, groundbreaking technologies like AI-driven editing, augmented reality, and 360-degree photography are leading the charge in shaping the future of the industry.With creativity, technology, and customer satisfaction at the core, photo studio services form an essential thread in visual storytelling, in both personal and commercial settings.

Customer satisfaction becomes very important in this competitive environment. Clients expect delivery of high-quality final products in the shortest time possible with customized and pleasant service experience. To remain relevant, photo studios must understand both customer needs and technological advancements.The balance of creativity, innovation, and service becomes their way of delivering extraordinary memorable visual experiences.

STATEMENT OF THE PROBLEM

The rapid expansion of the photography industry has led to increased competition among photo studios, with customer satisfaction emerging as a crucial element of business success. Consequently, the continuous assessment of service quality, pricing, and the overall customer experience is vital for fostering customer loyalty and enhancing service standards. Research focusing specifically on customer satisfaction for Glo Colour Labs Pvt. Ltd. is limited, resulting in a lack of comprehensive understanding regarding customer expectations and areas for enhancement.

The study is aimed at investigating customer satisfaction with photo studio services at Glo Colour Labs Pvt. Ltd., the major factors influencing customer perception as well as analyzing the relationship of service attributes to overall satisfaction.

SCOPE OF THE STUDY

The present study is undertaken to examine customer satisfaction with photo studio services, specifically focusing on Glo Colour Labs Pvt. Ltd. It analyzes customer expectations, perceptions, and experiences, identifying key factors that influence satisfaction and areas for improvement. The findings will help in developing strategies to enhance service quality, pricing approaches, and customer engagement efforts, ultimately contributing to improved customer retention and business growth.

OBJECTIVES OF THE STUDY

- ➢ To identify the key factors that influence customer satisfaction with photo studio services.
- ➢ To examine customer loyalty and the likelihood of recommending Glo Colour Lab to others.

RESEARCH METHODOLOGY

The research methodology of this study follows a descriptive research design to analyze customer satisfaction with photo studio services at Glo Colour Labs Pvt. Ltd. The study utilizes a combination of primary and secondary data sources.

AREA OF STUDY

The study was conducted among customers who have availed services at Glo Colour Labs Pvt. Ltd.

SAMPLE SIZE

The study involved 150 respondents, all of whom have used the services of Glo Colour Labs Pvt. Ltd. This selection was made to provide a thorough analysis of customer opinions.

SAMPLING TECHNIQUE

The study employs convenience sampling, selecting respondents who are readily available and willing to participate.

SOURCE OF DATA

The study utilizes both primary and secondary data.

PRIMARY DATA

Collected directly from customers of Glo Colour Labs Pvt. Ltd. through a structured questionnaire via Google Forms, designed to assess their satisfaction levels.

SECONDARY DATA

Gathered from research articles, journals, research papers, company reports, and online databases.

TOOLS USED FOR ANALYSIS

➢ T-Test
➢ Chi-Square test

LIMITATIONS OF THE STUDY

➢ Responses may be subjective and influenced by individual experiences.
➢ The sample size is restricted to 150, which may not fully represent the entire customer base.
➢ External factors such as pricing strategies and market competition are beyond the scope of this research.

REVIEW OF LITERATURE

Htut Khaung Oo (2024) conducted a study on customer satisfaction and loyalty towards photography services in Yangon, using descriptive and quantitative research. The databases used were both primary and secondary data. The sample comprised 385 customers, which was drawn through simple random sampling based on Cochran's formula (1977), and data were collected using an online survey employing a 5-point Likert scale. The results indicated that trust, process, competency of staff, and price

have a major impact on customer satisfaction, while tangibility, promotion, and responsiveness do not have a significant effect. Additionally, the research established a high correlation between customer satisfaction and customer loyalty and concluded that trust was the most important factor in the relationship.

Djong Surya, Atmandra, and Kurnadi Gularso (2024) examine the effects of brand experience, brand community, and customer engagement on loyalty from Generation Z consumers to their beloved photo studios. The authors conducted a quantitative inquiry using Partial Least Squares Structural Equation Modeling (PLS-SEM), gathering data from Gen Z consumers in Indonesia using questionnaires. The results show that brand experience and customer engagement significantly enhance customer participation or citizenship behavior that strengthens loyalty. On the contrary, brand community has no direct influence on loyalty; therefore, the authors recommend photo studios to concentrate more on customer interaction and personalization of experience to create long-term commitment to the brand.

Ervina Taviprawati, Wijayanti Dewi Prabandari, and Christina Angela W (2024), the service quality-customer satisfaction relationship is established at Sister Studio Salon. The research followed a quantitative method in obtaining the data from 60 customers by purposive sampling. The data were analyzed through correlation analysis and linear regression. The findings show that service quality significantly affects customer satisfaction (79.2%), largely emanating from friendly workers, contemporary and upgraded facilities, and good service consistency. Also, customer satisfaction enhances repeat visits and therefore demands high service quality in managing returning clients.

Sri Dwiningsih, M. Mastotok Illah, and Sarwo Edi (2023) studied service quality and customer satisfaction as the two bases of consumer loyalty, with particular regard to the Influence of Photography in Malang. This was done using a quantitative multiple linear regression study carried out on 100 respondents through non-probability sampling. The result shows that service quality and customer satisfaction both can predict consumer loyalty significantly. Moreover, key service quality dimensions - reliability, responsiveness, assurance, empathy, and tangibles - become very salient in ensuring customer retention. Continuous improvement of services and measuring customer satisfaction, according to the study, are indispensable in increasing customer loyalty and avoiding customer attrition.

DATA ANALYSIS:

ANOVA AND t-TEST

Relationship between demographic profile and output quality satisfaction

Hypothesis:

There is no significant difference in output quality satisfaction across different demographic factors of the respondents.

Table 1- Demographic Profile of the Respondents vs. Output Quality

Variables	Group	Mean	SD	No	t-value	F-Value	Table Value	Sig
Age	Below 18 years	3.81	1.223	16	-	0.212	2.434	Ns
	18 - 25 years	4.00	1.130	37				
	26 - 35 years	3.83	1.053	59				
	36 - 45 years	3.75	1.260	24				
	Above 45 years	3.86	1.231	14				
Gender	Male	3.96	1.070	104	1.665	-	2.000	Ns
	Female	3.63	1.236	46				
Marital Status	Married	3.80	1.150	108	-1.109	-	2.000	Ns
	Unmarried	4.02	1.070	42				
Occupation	Student	3.85	1.281	13	-	3.534	2.434	*
	Homemaker	2.80	1.398	10				
	Government Employee	3.88	1.035	24				
	Private Employee	3.77	1.095	56				
	Business Owner	4.19	0.992	47				
Monthly Income	Below Rs. 25,000	5.00	0.000	7	-	2.002	2.434	*
	Rs. 25,000 - 50,000	3.91	1.231	22				
	Rs. 50,001 - 75,000	3.77	1.266	39				
	Rs. 75,001 - 1,00,000	3.83	1.056	36				
	Above Rs. 1,00,000	3.76	1.037	46				
Area of Residence	Urban	4.02	1.108	97	2.393	-	2.000	*
	Rural	3.57	1.118	53				

Source: Computed, (Ns – Not significant,* - Significant at 5 per cent level)

INTERPRETATION:

The T-test and ANOVA analysis reveal that certain demographic factors—occupation (F = 3.534, p < 0.05), monthly income (F = 2.002, p < 0.05), and area of residence (t = 2.393, p < 0.05)—significantly influence customer satisfaction with photo studio services. Business owners and lower-income customers reported higher levels of satisfaction, and urban customers were generally more satisfied than rural ones. However, age (F = 0.212, p > 0.05), gender (t = 1.665, p > 0.05), and marital status (t = -1.109, p > 0.05) did not show any significant differences, indicating that these variables do not substantially impact how customers perceive output quality.

CHI SQUARE TEST

Relationship between demographic profile and likelihood to return

Hypothesis:

The demographic profile of the respondents have no significant association with the likelihood to return.

Table 2 - Significance Level Between Demographic factors and Likelihood to Return

Demographic profile	Chi-Square value	Sig.
Age	16.540	Ns
Gender	7.197	Ns
Marital Status	12.074	*
Occupation	16.237	Ns
Monthly Family Income	10.715	Ns
Area of residence	2.525	Ns

Source: Computed, Ns- Not Significant, *- Significant at 5% level.

INTERPRETATION:

The Chi-Square analysis indicates that **most demographic factors do not have a significant association** with the likelihood of returning to Glo Colour Labs Pvt. Ltd. Age (χ^2 = 16.540), gender (χ^2 = 7.197), occupation (χ^2 = 16.237), monthly family income (χ^2 = 10.715), and area of residence (χ^2 = 2.525) all show p-values above 0.05, indicating **no statistically significant relationship**. However, **marital status** (χ^2 = 12.074, *p* < 0.05) shows a **significant association**, suggesting that marital status may influence the customer's intention to return. Overall, while minor variations exist, the likelihood to return appears generally consistent across most demographic groups.

FINDINGS:

ANOVA AND t-TEST:

❖ The combined ANOVA and T-test analysis revealed that occupation, monthly income, and area of residence significantly influence customer satisfaction with output quality, while age, gender, and marital status show no significant effect.

CHI SQUARE ANALYSIS:

❖ The Chi-Square analysis shows that marital status is significantly associated with the likelihood of returning to the studio, while age, gender, occupation, income, and area of residence have no significant association.

SUGGESTIONS:

➢ Customer satisfaction in various categories can be improved by Glo Colour Labs Pvt Ltd by launching customized service packages, based on occupation and income brackets. Businessmen and lower-income customers appear to be at high satisfaction levels, so to keep and further their experience, targeted promotion, loyalty reward, and customized photo packages can be used. Service customization to meet this unique needs of these customer sets will augment satisfaction and induce longevity and positive word-of-mouth.

➢ To bridge the gap in customer experiences, enhancing strategic efforts such as increasing service accessibility, offering mobile or doorstep options, and improving online booking systems tailored for rural areas can contribute significantly to elevating satisfaction levels among all clients. The quality, timelines, and communication will then be assured to ensure that every part tends to a better overall engaging and retaining customer satisfaction.

CONCLUSION:

Customer satisfaction is a prerequisite for survival in a successful competitive photo studio industry. As expectations change, so will studios in respect to output quality, personalised service, and delivery turnaround. From this study, it is revealed that occupation, income, and location of residence significantly influence satisfaction, while age, gender, or marital status does not have much impact.

With these insights, Glo Colour Labs Pvt. Ltd. can elevate its services by implementing more effective strategies, enhancing accessibility, and focusing on innovations that prioritize customer needs. As demand for professional photography increases, studios that will best meet needs of customers will ensure greater loyalty and competitive edge. In the end, focused and data-driven strategy will also help to standardize and reinforce the role of the studio in visual storytelling and branding.

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