



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)
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A STUDY ON CUSTOMER SATISFACTION TOWARDS FIRSTCRY PRODUCTS IN MADURAI CITY

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Abstract

This study examines customer satisfaction towards FirstCry products in Madurai City. In the growing retail and e-commerce environment, customer satisfaction plays a vital role in ensuring repeat purchases, brand loyalty, and long-term business sustainability. FirstCry, a leading retailer in the baby and childcare segment, offers a wide range of products through both online and offline platforms. The main objective of this research is to analyze customer perception regarding product quality, pricing, and delivery services, return and refund policies, and overall service experience. The study is descriptive in nature and is based on primary data collected from 76 respondents using a structured questionnaire through convenience sampling. Secondary data was collected from journals,

websites, and company reports. The collected data was analyzed using simple percentage analysis.

Keywords: Customer Satisfaction, FirstCry, Product Quality, Pricing Strategy, Delivery Service, Return Policy, E-commerce, Consumer Behavior, Retail Marketing, Brand Loyalty, Madurai City.

Introduction

The retail industry has undergone significant transformation with the rapid growth of e-commerce and digital technology, making online shopping a convenient and preferred option for many consumers. In the baby care and childcare segment, parents seek products that ensure safety, quality, affordability, and reliability. FirstCry has emerged as one of India's leading retailers



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specializing in baby, kids, and maternity products, offering a wide range of items through both online and offline platforms. With increasing competition in the retail market, understanding customer satisfaction has become essential for sustaining growth and building long-term loyalty. Customer satisfaction not only influences repeat purchases but also impacts brand reputation through word-of-mouth and digital reviews. This study focuses on analyzing the level of customer satisfaction towards FirstCry products in Madurai City by examining factors such as product quality, pricing, delivery services, return policies, and overall customer experience. By evaluating these aspects, the research aims to provide insights into consumer perceptions and suggest improvements to enhance service performance and strengthen the company's presence in the local market.

Statement of the Problem

Although FirstCry has established itself as a leading retailer in the baby and childcare segment, customer satisfaction levels may vary across different regions due to differences in consumer expectations, income levels, service accessibility, and shopping preferences. In Madurai City, there is limited structured research available to understand how customers perceive FirstCry in terms of product quality, pricing, delivery efficiency, return and refund policies, and overall service

performance. Some customers may experience concerns related to pricing, return issues, or service delays, which could influence their satisfaction and repurchase intentions. Therefore, it becomes necessary to systematically examine the level of customer satisfaction in this specific region to identify strengths and areas requiring improvement. This study aims to address these concerns by analyzing customer feedback and determining whether FirstCry effectively meets the expectations of consumers in Madurai City.

Objectives of the Study

- To evaluate customer perception of product quality and pricing.
- To analyze satisfaction towards delivery and customer service.
- To identify factors influencing purchase decisions.
- To examine customer experience with return and refund policies.

Methodology

- **Research Design:** Descriptive research
- **Area of Study:** Madurai City
- **Tools Used:** Simple percentage analysis

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Date Analysis

Table 1: Shows the about Firstcry

Source	No.of Respondents	Percentage
Friends/Family	43	56.6%
Social Media	25	32.9%
Advertisement	6	7.9%
In-Store Visit	2	2.6%
Total	76	100%

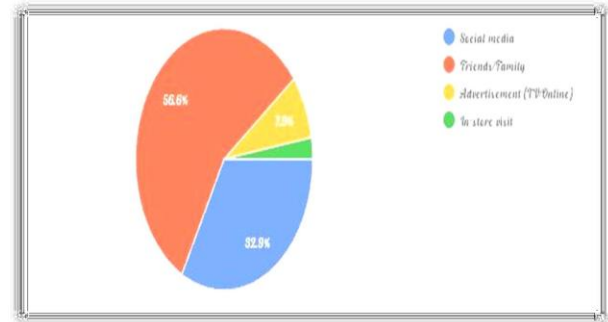


Fig 1: Shows the about Firstcry

Interpretation

Friends/Family (56.6%) This is the most influential source of awareness. Over half of the people learned about the product/service through word-of-mouth, showing the power of personal recommendations. Social Media (32.9%) The second most significant channel. This highlights the importance of digital presence and engagement on platforms like Facebook, Instagram, etc. Advertisement (TV/Online) (7.9%) Traditional and online ads have a limited but notable impact. Still valuable but not the primary driver. In-store Visit (2.6%) This is the least influential method. Few people discover the product/service by walking into the store without prior knowledge.

Table 2: Shows the Purchase Firstcry

Response	No.of Respondent	Percentage
Yes	51	67.1%
No	25	32.9%
Total	76	100%

Interpretation

Yes (67.1%) A majority of respondents selected "Yes", indicating a positive inclination or agreement towards the question asked (e.g., satisfaction, intent, awareness, etc., depending on the survey context). No (32.9%) Around one-third of respondents chose "No", which shows a significant minority still has concerns, disagreement, or a lack of awareness.

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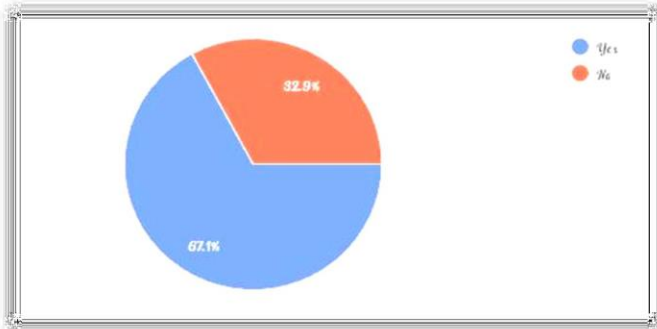


Fig 2: Shows the Purchase Firstcry

Findings

- The study reveals that 56.6% of respondents came to know about FirstCry through friends and family. This indicates that personal recommendations play a major role in influencing customer awareness.
- Only 7.9% of respondents were influenced by advertisements (TV/Online), and 2.6% came to know through in-store visits. This suggests that traditional promotional methods have comparatively less impact.
- 67.1% of respondents have purchased FirstCry products, indicating good market penetration and customer acceptance in Madurai City.

Conclusion

The study concludes that customers in Madurai City are generally satisfied with FirstCry products and services. Product quality, affordability, and delivery performance are the key strengths. However,

minor improvements in return handling and customer service efficiency can further enhance customer satisfaction. Maintaining consistent quality and focusing on customer-centric strategies will help FirstCry strengthen its market position in Madurai.

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