



## A Study on Consumers Satisfaction of Double Dragon Tattoo Shop at Ahmedabad

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### ABSTRACT

This study investigates consumer satisfaction at Double Dragon Tattoo Shop in Ahmedabad, focusing on how age influences various aspects of the customer experience. Utilizing quantitative analysis, the research examines the relationship between age and factors such as comfort, hygiene perceptions, responsiveness of staff, and likelihood of repeat business. The findings reveal significant correlations, particularly that older customers prioritize comfort and hygiene, which are critical for overall satisfaction and loyalty. Additionally, the study highlights the importance of effective communication and personalized service in enhancing the tattoo experience. Practical implications for the shop include tailoring services to meet the needs of different age groups, maintaining high hygiene standards, and fostering a comfortable environment. Recommendations for future research emphasize the need to explore diverse demographic factors, longitudinal studies, and the impact of technology and social media on consumer behavior. By addressing these areas, the tattoo industry can better understand and enhance customer satisfaction, ultimately driving business growth

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## INTRODUCTION

The modern world is global and very fast, while customers' needs change together with their behavioral patterns – all this makes the environment very challenging for business (Vidani, 2015). The most recent business to grow in the recent past few decades is the tattoo business (Vidani & Solanki, 2015). What was once considered a fad market selling products targeted typically at specific niches or parts of society, has become a general phenomenon, appealing to a wide spectrum of customers. Tattoos that were formerly methods of a form of social defiance, a mode of artistic or individualistic statement or even rite of passage have been socially integrated forms of artistry, body adornment and style (Vidani, 2015). This social change has not only led to further development of the tattoo business but also increased concentration and competitiveness between various establishments creating consumer satisfaction as one of the key factors of success (Vidani, 2015).

It is a generally known fact that consumer satisfaction, in any industry is a measure of customer loyalty, business image, and the ultimate profits (Vidani, 2015). In the tattooing business it becomes all the more crucial because the service rendered is personal and permanent (Solanki & Vidani, 2016). In other industries, people are able to use a product or service, if they are not satisfied they can return the product, exchange it or get a replacement; with tattoos the stakes are much higher of this reason people must ensure that they get it right. Such adverse experience impacts the customer and the business considerably and a single negative event is sufficient to cause such effects (Vidani, 2016). Consequently, the identification of factors affecting the level of consumer satisfaction in the tattoo industry is important for tattoo artists and business owners to target, expand and develop their customer base, as well as improve their company's image (Bhatt, Patel, & Vidani, 2017).

However, the tattoo industry is very sensitive, so is the art of tattooing even with the introduction and popularity of its manufacture (Niyati & Vidani, 2016). The consumer has a large variety to choose from when deciding on a tattoo artist, or even a studio and this new generation of tattoos has stirred a certain standard that is expected out of it. In this respect, it is critically important for businesses that provide tattoo services sustain consumer expectations and demands while being operate in conditions of competition (Niyati & Vidani, 2016). This research is aimed at establishing the contributes to consumption behavior in the tattoo industry; specifically, how businesses can address clients' satisfaction (Pradhan, Tshogay, & Vidani, 2016)

### **The Importance of Consumer Satisfaction**

Satisfaction is always an important part of consumers in any kind of business industry (Modi, Harkani, Radadiya, & Vidani, 2016). Ten percent of all the samples viewed the aspect as a measure of the extent that the company's products or services provide optimum satisfaction to the customers (Vidani, 2016). Customers are also more loyal when they are happy with a product and will return and introduce their friends which create significant social capital for a business (Vidani, 2016). On the contrary, customers with negative feelings towards the business will spread negative information which affects the sales of the business products (Sukhanandi, Tank, & Vidani, 2018).

In the context of the tattooing, the concept of consumer satisfaction is highly valuable due to individual and irreversible character of the service (Singh, Vidani, & Nagoria, 2016). Tattooing is for life, and clients are unlikely to forget unpleasant service (Singh, Vidani, & Nagoria, 2016). In other industries, mistakes could be easily rectified; a product might be returned, a service could be repeated, a mistake observed could be eradicated, but for a tattoo, the price is steep; time-consuming and painful (Mala, Vidani, & Solanki, 2016). Hence, there is growing pressure on the side of the tattoo businesses especially those that offer tattoo services to the customers to ensure that they take photos and provide positive results as; Tattoo businesses are very sensitive to negative remarks, complains and damage through negative feedback from the consumers (Dhere, Vidani, & Solanki, 2016).

This is an explanation of various reasons why consumer satisfaction is an important achievement in the tattoo industry (Singh & Vidani, 2016). Some of these are: the appearance of the tattoo, the skill of the artist who did the tattoo, the hygiene standards of the studio, the kind of service offered and the price (Vidani & Plaha, 2016). All these factors create an image to the customer and those companies that succeed in them stand to benefit more from their customers and hence are likely to sustain the market for a long time (Solanki & Vidani, 2016).

### **Research Problem**

However, the market for body tattoos is rapidly developing, and there are few investigations into consumer satisfaction in the tattooing industry. There is wealth of literature on consumer satisfaction in other service industries including hospitality and retail services, health care but very limited research has been done on the tattoo service industry. This lack of research is somewhat surprising given the fact that tattooing is an unusual kind of business that requires significant investment and risks consumer satisfaction.

The problem with such a relationship is that there is scant literature concerning consumer satisfaction in the tattoo industry and this is a real problem for the tattoo businesses who stand to improve their service and thus develop a stable customer base. If tattoo artists and studio owners do not understand what it takes to satisfy customers then there are adverse consequences such as negative customer feedback, customers quitting the business, and loss of market sales.

More specifically, this paper seeks to fill this gap in scholarly literature by identifying the antecedents of consumer satisfaction in the tattooing domain. Specifically, the study seeks to answer the following research questions:

1. What are the key factors that influence consumer satisfaction in the tattoo industry?
2. How do these factors vary based on demographic characteristics such as age, gender, and socioeconomic status?
3. What are the most common reasons for consumer dissatisfaction in the tattoo industry, and how can businesses address these issues?
4. How can tattoo businesses improve their practices to enhance consumer satisfaction and build long-term customer loyalty?

### **Significance of Study**

This study has several important implications for both the academic community and the tattoo industry. From an academic perspective, the study will contribute to the growing body of literature on consumer satisfaction by providing insights into a relatively understudied industry (Patel, Chaudhary, & Vidani, 2023).

The findings of the study will help to fill the gap in the literature on consumer satisfaction in the tattoo industry and provide a foundation for future research on this topic.

From a practical perspective, the study will provide valuable insights for tattoo artists, studio owners, and other stakeholders in the tattoo industry. By identifying the key factors that drive consumer satisfaction, the study will help tattoo businesses to improve their services, enhance customer experience, and build stronger relationships with their clientele. The findings of the study may also have broader implications for other service industries that involve personal, permanent, or high-stakes decisions, such as cosmetic surgery, hair styling, and personal training (Patel, Chaudhary, & Vidani, 2023).

In addition to its practical implications, the study also has important implications for consumer advocacy and public policy (Patel, Chaudhary, & Vidani, 2023).

As the tattoo industry continues to grow, there is a need for greater regulation and oversight to ensure that consumers are protected from unsafe or unethical practices. By highlighting the factors that contribute to consumer satisfaction, the study may help to inform policy decisions related to licensing, safety standards, and consumer protection in the tattoo industry.

### **Research Objectives**

Based on the introduction, the research objectives for the study on consumer satisfaction in the tattoo business are as follows:

1. To identify the key factors influencing consumer satisfaction in the tattoo industry – This includes examining elements such as tattoo quality, artist professionalism, studio cleanliness and safety, customer service, and value for money.
2. To analyze how consumer satisfaction varies across demographic groups – This includes exploring differences in satisfaction levels based on age, gender, socioeconomic status, and other relevant demographic characteristics.
3. To investigate the most common causes of consumer dissatisfaction in the tattoo industry – This involves understanding the reasons for negative experiences and identifying specific areas where businesses might fall short.
4. To recommend strategies for improving consumer satisfaction in the tattoo business – This includes providing practical suggestions for tattoo artists and studio owners on how to enhance their services, improve customer experiences, and build long-term customer loyalty.
5. To examine the impact of customer satisfaction on business outcomes in the tattoo industry – This explores how consumer satisfaction affects

aspects such as repeat business, customer loyalty, reputation, and profitability.

## LITERATURE REVIEW

Tattooing is no longer confined to a rebellious counterculture movement and is rather an industry who reached to all subgroups of the population (Solanki & Vidani, 2016). The advancement of the industry has created a need for researchers to conceptualize the reasons surrounding the acquisition of tattoos and consumer evaluation (Vidani, 2016). As a result this literature review paper will discuss key areas to do with consumer satisfaction in the tattoo business such as service quality, consumer behaviour, tattoo incentives and business strategies amongst service providers (Vidani, Chack, & Rathod, 2017).

### 1. Measuring Satisfaction of the Service Consumers

Consumers' satisfaction has been investigated especially in diverse service sectors as it greatly influences business performance, customer repeat patronage and profitability (Vidani, 2015). Oliver (1997) defines consumer satisfaction as the difference between the perceived and expected performance of a given product or service. If the experience is an expectation or more than that, we may have satisfied customer; if it is lesser than expectations, there will be dissatisfied customer (Vidani, 2015).

About services, such as those that the tattoo industry represents, the satisfaction is largely responded to the following factors the service provider and the client. Parasuraman, Zeithaml, and Berry (1988) developed the SERVQUAL model, which identifies five dimensions of service quality: will be tangible, reliability, responsiveness, assurance, and empathetic (Vidani, 2015). These dimensions have been used across different sectors, namely; health, tourism, and individual services to assess the service quality and its influence on consumers' satisfaction (Bhatt, Patel, & Vidani, 2017). This is because for service business, aspects like the professionalism of the tattoo artist, the condition of the studio, and the afterservice explanations given to customers could be held against the SERVQUAL dimensions (Odedra, Rabadiya, & Vidani, 2018).

### 2. Market Analysis and Its Expectations: The Tattoo Industry

One must appreciate consumer behavior in the tattoo industry so that factors that enhance satisfaction or lead to dissatisfaction can be well understood. These consumers have perceived tattooing as an art of self-identity, body inscription or simply memorial of life event. In Armstrong et al., (2004) their study in consumer motivation for tattoos, they stated that tattoos acted as a symbol of identity relieving emotion or personal attachment (Vidani, 2015). Thus the customer expectation regarding the quality and the permanency of service must be high.

Holmstrom (2018) also pointed out that tattoo customers' attitude towards service quality is not only the technique of the artist's image, or the environment, cleanliness, or interpersonal communication with the artist (Bhatt, Patel, & Vidani, 2017). This is especially the case where a service component comprises an experience and an empathic bond between the consumer and

artist; emotional factors were identified to be central to satisfaction (Modi, Harkani, Radadiya, & Vidani, 2016).

Moreover, the permanency of tattoos makes satisfaction in the tattoo industry especially important, clients require guaranteed, quality body art (Modi, Harkani, Radadiya, & Vidani, 2016). Tattoo removal is a long and expensive process and that is why the first satisfaction level is long-term. This makes the tattoo industry different from the rest of the personal service industries where customer dissatisfaction can be easily undone by redoing the service. In the work of Sanders et al., authors note that since a tattoo is permanent the room for error is limited; and as these are irreversible errors clients' satisfaction is especially crucial in this industry (Sachaniya, Vora, & Vidani, 2019).

### **3. Reasons for Getting Tattoos**

The reasons why consumers decide to get a tattoo have been thoroughly discussed thanks to the fact that knowing these motivations is crucial for the assessment of satisfaction. Atkinson has noted that there are four roles of tattooing: personal identity, individuality, and ritenity. The motivations behind tattoos can be categorized into several types, including:

- **Self-expression:** Hundreds of people get tattoos with the purpose of using their body to speaking out about who they are, what they believe in, and what they have gone through (Modi, Harkani, Radadiya, & Vidani, 2016). According to Armstrong, et.al, 2004 satisfaction, for these consumers, is usually related to how well the tattoo satisfies the image they carry in their mind.
- **Commemoration of significant life events:** The other reason for engaging in tattoo is for meaningful events which include births, deaths, and personal achievements (Govenar, 1988). Since the tattoos have emotional importance, one can experience suffering whenever there is dissatisfaction.
- **Fashion and aesthetics:** Some people take tattoos as a trend or body themed art. To these consumers, satisfaction may be associated with the high quality of the design and the mastery of the design artist (Bengtsson, Ostberg, & Kjeldgaard, 2005).

However since the motivations of tattoo customers differ then the satisfaction of such customers can be influenced by a gap between their expectation and experience (Vidani, Jacob, & Patel, 2019).

### **4. Tattoo Business Practices and Service Quality**

It discovered that service quality retained significant consumer satisfaction in the tattoo business (Modi, Harkani, Radadiya, & Vidani, 2016). In his several works many authors pointed out professionalism, communication and hygiene as key factors that determine customers' satisfaction. In the study by Wohlrab, Stahl and Kappeler (2007), orderliness and hygiene as well as safety received the most consumer attention when selecting a tattoo studio (Sukhanandi, Tank, & Vidani, 2018). H acu Studios that take hygiene as an important working principle such as in using sterilized needles and clean working environment will be preferred by customers.

Likewise, professional competency, and aesthetic sense of the tattoo designer influence the consumers' satisfaction in a way that is equally important (Sukhanandi, Tank, & Vidani, 2018). Arguing the same, DeMello (2000) said that if the customer got exactly what he or she wanted in terms of the design and quality, it was likely that he or she was happy to be tattooed by the artist (Dhere, Vidani, & Solanki, 2016). On the other hand, a bad design will lead to customer dissatisfaction, clients' negative feedback, and may even harm the artist's business image (Modi, Harkani, Radadiya, & Vidani, 2016).

Customer relations are another pertinent factor. Collison and Frank (2012) specify that when an artist communicates with a client on how a design will be produced and worked on, the expectations set, and how the design should be maintained after it is delivered, the experience is likely to be positive. Any confusion, omissions or distinct clash concerning design aspects or subsequent treatments can reflect ineffectiveness; this is because the customers may have an impression that their wants, or even complaints were not well addressed.

Further, consumer satisfaction has relations with how much a tattoo parlor charges for its service. While consumers know that more experienced artists cost more money or designs that are difficult to do cost more, they also demand value for their money. According to Chalmers (2018), there is likelihood that customers who give an implication of reciprocation of perceived value investment will report higher satisfaction levels (Vidani & Dholakia, 2020).

##### **5. Consumer Satisfaction in Niche Markets**

The type of product offered in the tattoo industry can also be regarded as specialised, since it targets particular segments of consumers having special requirements and preferences (Modi, Harkani, Radadiya, & Vidani, 2016). Scientific analysis of satisfaction in specialized markets reveals that delivering personal services and relating to the customer is critical (Dhere, Vidani, & Solanki, 2016). Harrington and Ottenbacher (2011) argued that, specialists or those businesses that offered unique services with a close-knit affiliation to customers would likely deliver long-term satisfaction and loyalty.

This is because, in the most cases, tattoo design is based on a close and long-term relationship between the artist and the client. Bookings for tattoo art are normally made to the same tattoo artist or studio hence the customer is a key to business success (Vidani, Chack, & Rathod, 2017). According to Tynan and McKechnie (2009), customer relations in specialized markets depend primarily on the employment of emotions by the providing organization and the direct client (Rathod, Meghrajani, & Vidani, 2022).

##### **6. Perceived Depletion and Consumer Dissonance: Complaint Handling in the Tattoo Business**

Nevertheless, little attention has been paid to the antecedents of dissatisfaction, and therefore it is valuable to investigate its causes as well (Vidani, Chack, & Rathod, 2017). As highlighted by Shankar, Smith, and Rangaswamy (2003), dissatisfaction commiserates to negative words of mouth; loss of business and damage to reputation. The sources of dissatisfaction in the

tattoo sphere are mentioned as misunderstanding of tattooist and client, deviation from the agreed design, and improper care for the new tattoo.

Consumer complaints are another factor that is of great importance to the business when it comes to keeping the right reputation in the tattoo business (Odedra, Rabadiya, & Vidani, 2018). Zeithaml, Bitner, and Gremler (2006) support that complaint handling can deter dissatisfied consumers from leaving and turn these consumers into company promoters and supporters (Odedra, Rabadiya, & Vidani, 2018). The degree of dissatisfaction in the tattoo industry can be somewhat reduced with complaints being handled responsibly, with the client being offered another shot at the tattoo touch up, or with very clear communication where it can be said that the tattoo cannot be fixed (Vidani, Das, Meghrajani, & Singh, 2023).

### **7. Gaps in Existing Literature**

Despite the fact that the overall topic of consumer satisfaction is explored in tens of major service sectors, research focusing on the tattoo organizations can be numbered (Patel, Chaudhary, & Vidani, 2023). As it turns out, most papers examine customers' reasons for their tattoos as well as the symbolism of tattooing, but fewer consider the determinants of satisfaction or dissatisfaction with tattoos (Sachaniya, Vora, & Vidani, 2019). In addition, demographic factors that determine the stochastic elements of the buying process, including age, gender, and socio-economic status have not been deeply explored in the consumer satisfaction context within the tattoo business (Patel, Chaudhary, & Vidani, 2023).

Finally, it was established that apart from hygiene and safety, artistic skill is a well-known determinant of client satisfaction together with attractive prices; nonetheless, there is a research gap that needs empirical assessment to evaluate consumer satisfaction factors, particularly emotion and relation factors involved in the tattooing process (Sachaniya, Vora, & Vidani, 2019). This study seeks to fill these gaps by examining consumer satisfaction in the tattoo business using a multisectoral approach (Vidani, Das, Meghrajani, & Chaudasi, 2023).

### **Research Gap**

The study of consumer satisfaction within the tattoo industry, particularly regarding Double Dragon Tattoos Shop in Ahmedabad, reveals significant research gaps that warrant further exploration. While existing literature has predominantly focused on consumers' motivations for acquiring tattoos—such as self-expression, commemoration of life events, and aesthetic appeal—there remains a scarcity of studies specifically investigating the determinants of consumer satisfaction in tattoo services. The industry has evolved from a countercultural phenomenon into a mainstream service sector, yet much of the academic inquiry has not kept pace with these changes. Most research, including works by Oliver (1997) and Parasuraman et al. (1988), emphasizes general service quality frameworks such as SERVQUAL, but does not adequately address the unique factors that influence satisfaction in the tattoo context, where permanence and personal significance heighten the stakes of consumer experiences. The permanency of tattoos necessitates that consumers have a high level of satisfaction with their choices, as errors in this

domain can lead to lasting dissatisfaction, contrasting with many other service industries where dissatisfaction can be rectified. Furthermore, while emotional bonds between artists and clients are recognized as essential to satisfaction – echoed by Holmstrom (2018) – the emotional and relational dynamics during the tattooing process have not been systematically analyzed. There is also limited exploration of how demographic factors, such as age, gender, and socio-economic status, affect consumer satisfaction within this specialized market. While hygiene and safety standards are rightly emphasized in consumer choice, the nuanced aspects of artistic skill and the emotional connection to the design process require deeper investigation. Moreover, existing literature suggests a link between service quality and customer loyalty; however, the implications of consumer complaints and the effectiveness of complaint resolution strategies in the tattoo industry remain under-researched. As highlighted by Zeithaml et al. (2006), effective complaint handling can transform dissatisfied clients into brand advocates, a concept that is especially relevant in a market where word-of-mouth significantly impacts business success. Thus, understanding the antecedents of dissatisfaction – such as miscommunication regarding design expectations or inadequate aftercare advice – could provide critical insights into improving service delivery and client relationships. This study aims to address these gaps by employing a multisectoral approach to assess consumer satisfaction at Double Dragon Tattooz Shop, focusing not only on service quality but also on emotional engagement, communication strategies, and demographic influences. By investigating these factors, the research seeks to enhance understanding of consumer satisfaction in the tattoo industry, ultimately contributing to improved practices and increased loyalty among clients. Given the complexity of consumer motivations and expectations in this unique service sector, a comprehensive study of these elements will provide valuable insights for both academic inquiry and practical application within tattoo businesses.

### **Hypothesis**

H1: There is a significant association between Age and Ease of booking an appointment

H2: There is a significant association between Age and How responsive was our team.

H3 There is a significant association between Age and Satisfaction with tattoo artist's understanding and execution of the design idea.

H4 There is a significant association between Age and Comfort during the tattoo process.

H5 There is a significant association between Age and Hygiene/Cleanliness rating of the shop.

H6 There is a relationship between age and being informed about aftercare.

H7 There is a relationship between age and feeling a personal connection with the tattoo artist

H8 There is a significant association between Age and likelihood of returning for another tattoo at the shop.

H9 There is a relationship between age and the likelihood of recommending the tattoo shop

H11 There is a relationship between age and satisfaction levels.

Table 1. Validation of Questionnaire

Statements	Citation from JV citation file (You can add more than 1 citation)
How would you rate the ease of booking an appointment with us?	(Vidani, Das, Meghrajani, & Chaudasi, 2023)
How responsive was our team in answering your questions before your appointment?	(Bansal, Pophalkar, & Vidani, 2023)
How satisfied are you with your tattoo artist's understanding and execution of your design idea?	(Chaudhary, Patel, & Vidani, 2023) (Sachaniya, Vora, & Vidani, 2019)
How comfortable did you feel during the tattoo process?	(Patel, Chaudhary, & Vidani, 2023)
How would you rate the hygiene and cleanliness of our shop?	(Vidani, Das, Meghrajani, & Chaudasi, 2023)
Were you informed about aftercare and how to take care of your tattoo?	(Sharma & Vidani, 2023) (Saxena & Vidani, 2023)
Do you feel a personal connection with your tattoo artist?	(Bansal, Pophalkar, & Vidani, 2023)
How likely are you to return for another tattoo at our shop?	(Vidani, Das, Meghrajani, & Chaudasi, 2023)
Would you recommend our tattoo shop to friends or family	(Mahajan & Vidani, 2023)
How important is it for you to have ongoing communication (e.g., social media interactions, events, promotions) with your tattoo artist or the shop?	(Vidani, Meghrajani, & Siddarth, 2023) (Rathod, Meghrajani, & Vidani, 2022)
On a scale of 1-5, how satisfied are you with your overall experience at our tattoo shop? (1 = Very Dissatisfied, 5 = Very Satisfied)	(Vidani, Das, Meghrajani, & Chaudasi, 2023) (Sachaniya, Vora, & Vidani, 2019)

\*Source: Author's Compilation

## METHODOLOGY

Table 2. Research Methodology

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - Convenient Sampling method
<b>Data Collection</b>	Primary method

<b>Method</b>	
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	101
<b>Survey Area</b>	Ahmedabad
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

\*Source: Author's Compilation

### Demographic Summary

The demographic summary of participants reveals a diverse age distribution. A significant portion, 44%, falls within the 18-24 age group, indicating that younger individuals are the predominant demographic in this study. Following this, 30% of participants are aged 25-34, while 20% are within the 35-44 age range. The data shows that the majority of respondents are under 34 years old, comprising 74% of the total sample. This age profile highlights a youthful representation in the study, which may influence the findings and interpretations drawn from the data.

### Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
.846	11

Source: SPSS Software

The Cronbach's alpha value of .846 indicates a high level of internal consistency among the 11 items in the scale used in this study. This suggests that the items are reliably measuring the same underlying construct, which enhances the credibility of the findings. A Cronbach's alpha value above .80 is generally considered indicative of good reliability, implying that the items are well correlated and contribute to a unified measure. Therefore, the results derived from this scale can be interpreted with confidence, suggesting that it effectively captures the dimensions of the construct being examined.

Table 4. Results of Hypothesis Testing  
 Add rows as per number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
H1	There is a significant association between Age and Ease of booking an appointment	0.147	<	H01 Rejected (Null hypothesis rejected)	.386 <sup>c</sup>	Weak positive correlation; age impacts ease of booking
H2	There is a significant association between Age and How responsive was our team.	.001	>	H02 Accepted (Null Hypothesis Accepted)	.453 <sup>c</sup>	Moderate positive correlation; age influences perceived responsiveness.
H3	There is a significant association between Age and Satisfaction with tattoo artist's unders	.634		Accepted (Null Hypothesis Accepted)	.203 <sup>c</sup>	Weak positive correlation; no significant relationship.

	tanding and execution of the design idea.					
H4	There is a significant association between Age and Comfort during the tattoo process.	.019		Accepted (Null Hypothesis Accepted)	.701 <sup>c</sup>	Strong positive correlation; age affects comfort levels.
H5	There is a significant association between Age and Hygiene/Cleanliness rating of the shop.	.006		Accepted (Null Hypothesis Accepted)	.767 <sup>c</sup>	Strong positive correlation; age correlates with hygiene perceptions.
H6	There is a relationship between age and being informed	.064		Accepted (Null Hypothesis Accepted)	.282 <sup>c</sup>	Weak positive correlation; no strong relationship established.

	about aftercare.					
H7	There is a relationship between age and feeling a personal connection with the tattoo artist	.440		Accepted (Null Hypothesis Accepted)	.132 <sup>c</sup>	Very weak positive correlation; minimal impact of age.
H8	There is a significant association between Age and likelihood of returning for another tattoo at the shop.	.022		Accepted (Null Hypothesis Accepted)	.847 <sup>c</sup>	Strong positive correlation; age significantly influences repeat business.
H9	There is a relationship between age and the likelihood of recommendations.	.000		Accepted (Null Hypothesis Accepted)	.989 <sup>c</sup>	Very strong positive correlation; age strongly affects recommendations.

	mending the tattoo shop					
H10	There is a significant association between Age and the importance of ongoing communication with the tattoo artist or shop.	.141		Accepted (Null Hypothesis Accepted)	.970 <sup>c</sup>	Very strong positive correlation
H11	There is a relationship between age and satisfaction levels.	.011		Accepted (Null Hypothesis Accepted)	.361 <sup>c</sup>	Moderate positive correlation; age impacts overall satisfaction.

\*Source: Author's Compilation

## DISCUSSION

The study on consumer satisfaction at Double Dragon Tattooz shop in Ahmedabad shows the result of how influence the customer experience. The data shows the relation between age, comfort, hygiene etc. The analysis shows the relation between age and comfort during tattoo process ( $p=0.019, R=0.701$ ). This analysis shows that aged consumers feel more comfortable during tattoo sessions because of expectations and experience. Enhancing comfort through

attentive service, effective communication and a welcoming environment is crucial for optimizing client satisfaction.

A statistical analysis reveals a significant correlation between age and hygiene satisfaction among tattoo clients ( $p=0.006$ ,  $R =0.767$ ). Older clients exhibit higher satisfaction with hygiene practices, emphasizing the importance of maintaining exceptional cleanliness standards. Prioritizing skin integrity and hygiene is crucial for building trust and attracting a broader client base, particularly in the post-pandemic era.

In addition, the likelihood to go back to the shop for another tattoo was greatly influenced by age ( $p = 0.022$ ,  $R = 0.847$ ). Older customers not only feel more likely to revisit but they are also likely to refer to other friends ( $p = 0.000$ ,  $R = 0.989$ ). Thus, older consumers may be in a relationship with the shop involving loyalty and involvement based on the positive experiences they have. This loyalty, in fact, is the backbone to a business living long because repeated customers and their references can substantially add to its growth.

Interestingly, the study found that age has a moderate positive correlation with an overall level of satisfaction toward the services offered ( $p = 0.011$ ,  $R = 0.361$ ). This means that the more the customers get older, the higher their level of satisfaction when they receive services offered by Double Dragon Tattooz. Understanding the specific needs and preferences of different age

On the other hand, other findings show that "feeling attached to the tattoo artist" is poorly correlated with a coefficient of 0.132 on  $p = 0.440$ . Being informed about aftercare showed on  $p = 0.064$ ;  $R = 0.282$ . Thus, these aspects may not be significant influencers in older customers' satisfaction in relation to comfort and hygiene. This may indicate that while personal attachment is important, safety and warmth may rank higher on the priority list for elderly clients.

There is a direct correlation between age and being kept informed about the tattoo process by the tattoo artist or shop ( $p = 0.141$ ,  $R = 0.970$ ), meaning that communication remains of utmost importance but age has lesser effect on it. However, clarification of communication and its continuation will better serve experience, especially with young clients who perhaps value interaction more.

### **Theoretical Implications**

The theoretical implications drawn from this study related to consumer satisfaction at Double Dragon Tattooz Shop indicate crucial aspects regarding our understanding of consumer behavior in service-oriented industries, especially in personal services like tattooing.

1. **Age as Moderator to Consumer Satisfaction:** The fact that considerable intercorrelations between age and virtually all dimensions of consumer satisfaction have been found means that age is an important moderating variable in service experiences. This is in confluence with theories in consumer behavior that assert that demographic factors influence consumer preferences and expectations. As such, it is evidence-based that older consumers care more about comfort and hygiene. The study

affirms the importance of understanding age-related differences in analyzing consumer satisfaction across sectors because of this.

2. This study underscores the significance of comfort and hygiene in tattoo services, aligning with the Service Quality (SERVQUAL) model. Positive correlations between age, comfort and hygiene perceptions highlight the importance of tangible and intangible service elements. Ensuring a comfortable, hygienic environment enhances perceived service quality, particularly for older clients, emphasizing the need for businesses to prioritize these aspects to boost customer satisfaction.
3. This study expands upon existing customer loyalty theories, notably the Loyalty Ladder concept, by identifying significant associations between age, repeat business and recommendations. Findings indicate age influences satisfaction, loyalty and word-of-mouth referrals. Understanding age-specific motivations enables businesses to tailor strategies, fostering long-term customer relationships.
4. This study reveals intricate emotional and relational dynamics in consumer satisfaction, particularly regarding personal connections with tattoo artists and aftercare importance. While emotional engagement matters, older consumers prioritize functional aspects (safety, comfort). Further research is warranted to explore age-specific perceptions of emotional connections in service encounters, enriching relationship marketing and customer engagement discourse.
5. This study's findings underscore the necessity of tailored service design and marketing strategies catering to diverse age demographics. Businesses should abandon one-size-fits-all approaches, embracing age-specific insights to enhance service delivery. Aligning with contemporary marketing theories, this research highlights customer segmentation and personalized service offerings. Contributions to consumer behavior theory emphasize age's significant role in shaping satisfaction, underscoring demographic considerations for service experiences.

#### PRACTICAL IMPLICATIONS

This research from a consumer satisfaction point of view at Double Dragon Tattooz Shop provides valuable practical implications, especially for the tattoo industry and to service-oriented business in general. The store then knows how age can impact customer experiences, it can use this information to improve the quality of service and satisfaction.

1. A need to focus on demographically different age groups: the statistically significant relationships of age with several facets of satisfaction suggest that services should be tailored according to needs relevant for a given demographic subgroup. For example, customers over 50 years old value comfort and cleanliness the most. On this background, one of the Critical element for Double Dragon Tattooz shop is to build good ambience in that there should be a welcoming and hygienic environment where trained staffs behaviour & culture have been touched as Engaging their realtime customers and Hygiene Practices which could optimistically

well between them. In fact, personalized consultations that cater to the concerns of an older client could step things up a notch.

2. **Improve Hygiene:** Since the perception of hygiene and age appear to be so strongly related, it seems even more important for a shop-level approach to maintain good standards whilst communicating effectively. By keeping clients updated on sanitation protocols and showing a commitment to cleanliness, this can establish trust and confidence in older generations who are more aware of health issues. Customers will demand a range of visible sanitation measures like sterilized equipment, clean workspaces and sanitized pens when visiting your establishment.
3. **Establishing Comfort When Conducting a Tattoo:** The conclusions suggest that comfort plays a major part in client satisfaction, especially with older consumers. Additionally, the shop may offer heightened comfort level by establishing comfortable seating in a relaxed and appropriately lighted music friendly atmosphere while making sure that their artists are well equipped to communicate with clients effectively about the process. Low anxiety environments lead to good experiences and repeat visits.
4. **Customer Loyalty and Referral Programs :** The marked relationship of the age with customers returning for more services or referrals could be exploited by the Double Dragon Tattooz to design customer loyalty programs. You could always consider referral discounts or loyalty rewards to encourage happy customers to return and help spread the word. These improvements in turn could lead to organic word-of-mouth advertising, particularly with the older generations who are more likely to report positive experiences among their peers.
5. **Approaching older customers,** since communication is key and checking in on the customer before/after will keep them coming back. This covers everything from pre-appointment tattoos, where they chat about the design and what to expect ahead of your booking (what you should do before turning up for a tattoo) or aftercare procedures which is post appointment information. You can also reach out to your clients with email, text or in-person consults so everyone knows their value.
6. **Educating Staff on Customer Engagement:** Culture cultivation should include training programs for staff to help them develop the skills needed in order to provide clients of all generations with a top-notch experience. The training should include facilitating interaction among varied demographic segments, stressing timely responses and individual attention. This ensures that the shop is better equipped to cater for a broad range of customer needs, subsequently leading to increased levels of satisfaction and repeat custom.
7. **A great marketing strategy:** Finally, knowing the peculiar tastes of other age cohorts opens up to a well-rounded marketer. They can also appeal to older people by focusing on qualities like comfort, cleanliness and professionalism through marketing campaigns. Also, showing customer reviews and stories can bring in new customers with social proof.

Therefore, the practical consequences of this study are that by focusing on different age cohorts and their respective needs a business like Double Dragon Tattooz Shop can improve customer satisfaction which will then lead to loyalty in order to growth. The shop can cater to all customers by executing these focused strategies, which in turn creates an inclusive and enjoyable atmosphere.

## **CONCLUSIONS AND RECOMMENDATIONS**

As a result, the following research about customer satisfaction at Double Dragon Tattooz demonstrates that there is an age difference in different parts of consumer experience. Older customers In order of importance for returning to a shop or recommending; comfort and hygiene were significantly important more than other areas that identified all respondents about overall satisfaction with the show. Shoppers can transform the shopping experience for their customers by providing an age-specific service, maintaining a high level of hygiene and having a comfortable environment. providing well-trained employees to serve clients more efficiently) Opportunities: Enhancing communication and an increasing training of staff will enhance the quality of services provided. Quick Summary: The insights we were able to gather from our research give us ideas and pointers that Double Dragon Tattooz can implement towards a deeper relationship with its clients; eventually leading to customer loyalty, growth in the business. In the future, a more detailed examination of demographic factors that influence consumer behavior will be critical for improving service offerings and keeping pace with innovation in tattoo industry

## **FURTHER STUDY**

This study gives a basic understanding of how satisfied customers are at Double Dragon Tattooz Shop, but there's plenty of ways future research could make this topic even more interesting.

1. Varied Demographic Analysis: Next studies ought to look into how different demographic things, like gender, cultural background, and socioeconomic status, affect consumer satisfaction in the tattoo world. Getting a grip on these factors could give a wider view of what clients really want and expect.
2. Long-Term Studies: Doing long-term research might help see how customer satisfaction changes over time, especially as clients come back for more services. Following shifts in satisfaction levels might show us something about customer loyalty and the lasting effects of better services.
3. Comparison Studies: Looking at different tattoo shops, including ones with different reputations, prices, and services, could point out what works best for making customers happy. This would give a bigger picture of what keeps clients coming back in the business.
4. Emotional and Psychological Parts: Examining the emotional and psychological sides of getting a tattoo could give us a better understanding of why things like comfort and connecting with the artists are so important. Qualitative studies that use interviews or focus groups

could reveal what motivates customers and how they feel during their tattoo journey.

5. Tech Integration: Future studies can look into how technology affects customer satisfaction, like online booking, virtual consultations, and aftercare chats through apps. Knowing how tech changes client experiences could help shops come up with new ideas to boost satisfaction.
6. Social Media Effects: With social media becoming a big deal in shaping how people see personal services, checking out how it impacts customer satisfaction and brand loyalty in the tattoo field could be really useful. Figuring out how online reviews and social media presence sway customer choices could help with marketing plans.
7. Service Recovery Approaches: Investigating how different strategies to recover from service issues (like addressing complaints or giving compensation) influence customer satisfaction could assist tattoo shops in improving their customer service, especially when dealing with negative experiences.

By diving into these research paths, future studies can expand on what this study found, offering better insights into consumer satisfaction in the tattoo world and helping improve customer experiences

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