

A Study on Customer Satisfaction Towards Online Portals with Reference to Svm Kia Automobiles

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Abstract:

The largest factor in both customer satisfaction and customer attractiveness is online buying. The majority of businesses in today's technologically advanced world use online purchasing to both please and draw in new clients. The impact of internet shopping on raising consumer satisfaction is the main topic of this study paper. In addition to this goal, the study also tries to ascertain the level of consumer satisfaction with the products and services. The study also sought to determine how internet shopping affects consumers' quality of life. The study was conducted using the positivist ideology, descriptive design, deductive research strategy, and primary data-gathering method. The study's conclusions make it clear that Internet shopping benefits businesses by expanding their market share and enabling higher levels of customer satisfaction within the company. The study has also made it clear that online shopping has a variety of consequences for an organization's company.

Based on the data, it is desired that online shopping helps an organization expand, as this would result in more financial benefits for the firm.

Keywords: - customer satisfaction, online shopping, internet marketing, online customer, business.

I.INTRODUCTION:

The method of directly purchasing goods, services, etc. from a seller interactively and in real-time over the Internet without the use of an intermediary provider is known as digital marketing. Online shopping is perceived by customers as an easier way to make purchases. It's an online marketplace where vendors can offer their goods. Customers can browse online stores while lounging in their homes or while seated in front of a computer. Online retailers sell a wide range of goods to customers.

Almost anything is available for purchase from businesses that provide their goods online. Among the hundreds of things that customers can purchase from an online store are books, clothes, toys, hardware, software, gadgets for the home, and health insurance.

Due to its convenience, digital marketing is a popular choice. You can browse through countless options with digital marketing, and it even offers products that aren't sold in stores.

These days, digital marketing is the very simple process of regularly purchasing any goods from shops because the majority of people own common internet shopping devices, like computers, tablets, smartphones, and laptops. Customers are delighted when they purchase goods from businesses using digital platforms since online shopping offers them several benefits.

Customers' and businesses' concerns about satisfaction are vital. Since satisfaction is a personal feeling, it can be challenging to quantify. It varies from person to person and from product to product and is dependent on numerous factors. It is impossible to overstate the significance of customer satisfaction in developing customer- and market-oriented strategies. Improving the degree of client happiness has become crucial for all organizations these days. In marketing, the word "customer satisfaction" refers to how well a company's goods and services meet or exceed the expectations of its clients.

Objectives:

Primary Objective:

- A study on customer satisfaction towards online portals with reference to SVM KIA Automobiles.

Secondary objectives:

- To assess the variables that affect client satisfaction concerning digital marketing using online portals.
- To examine the various payment options that customers favour for digital marketing through online portals.
- To evaluate consumers' satisfaction with digital marketing via web portals.

Review of Literature:

Dr. V. Vijayalakshmi and R. Lakshmi¹. (2018) analysed that families are familiar with technology and e-commerce, the majority of children and the youth generation (those in the 19–30 age range) are highly interested in online shopping. According to a joint study by ASSOCHAM and Resurgent (2018)², online shopping is predicted to expand by 115% annually this year thanks to several deals made by e-commerce platforms, improved logistics, and rapidly rising data usage. The Journal of Electronic Commerce Research at Jarvenpaa, Volume 6, Issue 2, (2015) it is still early in the evolution of the internet to create a suitable, dedicated model of customer purchasing behaviour. (Ahmed, 2012)⁴ The primary factors influencing purchasing decisions in industrialized nations include affordability, quality, longevity, and other product-related factors; however, these factors may differ in developing nations.

Van Slyke et al. (2002) According to six earlier studies, men are more likely than women to buy goods and/or services online. Men are more likely than women to purchase online, according to Na Li & Ping Zhang (2002)⁷. Women prefer to shop at home with catalogues. Research indicates that once women express a preference for shopping online, they will purchase online more often than men. According to Zhang, Dran, Small, and Barcellous (1998), a website's design elements have a significant role in determining whether or not a customer is satisfied or dissatisfied with a particular website.

To create a conceptual model of the decisions households make regarding information collecting, purchase transactions, and delivery mode, Rotem-Mindali, O., Salomon, and I. (2006) studied the study. They created a systematic questionnaire to gather data, and in it, respondents were asked to rate a wide range of factors related to their preferences and buying behaviours as well as characteristics related to their use of and accessibility to IT-based apps. They discovered that some respondents had gathered data online before the emergence of the more recent, younger generation of the organized retail industry, which is multifaceted and significantly more developed than the preceding generation.

Plessis, Mostert, and North (2004) investigated the connection between customers' online purchasing habits and the length of time they spend using a product internally. They obtained responses by using a data-gathering method. They discovered that the choice to make an online purchase was highly influenced by the duration of internal usage. Another research indicated that the length of time spent using the internet internally had a substantial impact on whether or not online shoppers looked up product and service information before purchasing from a non-online vendor.

To determine the essential underlying elements of online retailing service quality as perceived by online clients, Kim, Yang, and Jun (2003) conducted a study. Six important internet consumers were chosen for the study: credibility, security, ease of use, attentiveness, security, and dependable/fast replies. To gather data, they created a questionnaire and polled 270 undergraduate and part-time students as well as full-time students in the United States. The results of this study demonstrated a significant and favourable correlation between customer satisfaction and the service quality provided by online retailers. They discovered that customers' perceptions of the overall quality and satisfaction of the services were significantly impacted by three dimensions: attentiveness, ease of use, and reliable/prompt responses (service).

Currim and Andrews (2004) The costs against benefits of this environment for consumers are determined by uncertainties regarding products and purchasing procedures, the reliability of the online vendor, or the convenience and economic utility they hope to obtain from electronic shopping (Teo et al., 2004). It is still highly anticipated that further research be done to fully understand the range of elements impacting consumers' repurchase intentions.

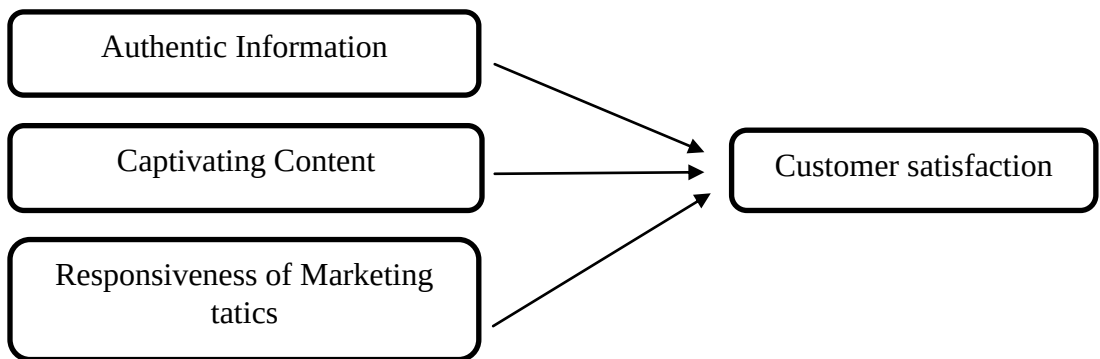
Research Methodology:

It is an approachable method of issue-solving. It is the science of investigating the best ways to do research. Research technique basically refers to the processes that scientists use to describe, interpret, and forecast events. It can also mean the study of knowledge-gathering strategies. Its goal is to provide the research's work plan. In this research project, primary and secondary data are both employed.

Research Design:

A descriptive research design was employed for this study. Research studies that focus on characterizing the traits of a certain person or group are known as descriptive studies. Descriptive research studies include those that address specific predictions and provide a narrative of facts and characteristics about certain groups or situations.

Conceptual Framework:



Data Collection Methods:

There are two primary categories into which research data types can be divided:

- Primary data
- Secondary data

Primary data:

This is the data that the researcher has gathered and is required for the duration of the study. The questionnaire was the instrument utilized to gather this data; however, additional pertinent customer data was gathered by the research team for this project.

Secondary data

Secondary data are those that have already been gathered. The company may have access to the Data. Customers of the business provide the corporation with the data.

Sample Size:

There are 304 people in the study's sample.

Tools Used:

- ANOVA
- CORRELATION

Data Analysis:

The findings of the statistical examination of the survey data are provided in this chapter. IBM SPSS Statistics 23.0 was used to perform the statistical computations.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
authentic information	Between Groups	56.318	2	28.159	3.740	.025
	Within Groups	2228.365	296	7.528		
	Total	2284.682	298			
captivating content	Between Groups	30.355	2	15.178	2.264	.106
	Within Groups	1984.548	296	6.705		
	Total	2014.903	298			
Responsiveness of marketing tactics	Between Groups	17.041	2	8.521	1.242	.290
	Within Groups	2030.470	296	6.860		
	Total	2047.512	298			

Null Hypothesis: HO: Regarding online portals, there is no discernible difference between the age groups.

Alternative Hypothesis H1: When it comes to internet portals, there are notable differences across the age range.

Inference:

Correlations				
		Authentic information	captivating content	Responsiveness of marketing tactics
authentic information	Pearson Correlation	1	.461**	.357**
	Sig. (2-tailed)		.000	.000
	N	304	304	304
captivating content	Pearson Correlation	.461**	1	.573**
	Sig. (2-tailed)	.000		.000
	N	304	304	304
Responsiveness of marketing tactics	Pearson Correlation	.357**	.573**	1
	Sig. (2-tailed)	.000	.000	
	N	304	304	304

We accept the null hypothesis since the p-value for each factor influencing online customer satisfaction is higher than 0.05. Age differences are significant when it comes to online client happiness.

Null Hypothesis: HO: There isn't any connection between age and Factor.

Alternative Hypothesis H1: There is a connection between age and Factor.

Inference:

Since the p-value in this case is higher than 0.05, the null hypothesis—that is, the absence of a link between age and factors—is accepted. Since a relationship exists, we ought to investigate the nature of the association. We conclude that there is a negative association between age and variables because the signals are negative in this instance.

Limitation of the Study:

Because digital technology and the online environment are dynamic and continuously evolving, the study's conclusions on customer satisfaction with online portals are constrained. Several factors, including changes in platform features and user interfaces, generational shifts in consumer demographics, the emergence of new competitors with disruptive business models, regulatory changes affecting data privacy and online practices, and technological advancements, can cause customer expectations, behaviours, and perceptions of online portals to change quickly. The study's findings only represent a moment in time in terms of customer satisfaction due to the rapid speed of innovation and disruption in the digital space.

The study's relevance and generalizability may be limited as the online portal environment undergoes ongoing transformation, potentially rendering its conclusions less applicable or obsolete. Thus, it is important to interpret the results with the knowledge that they represent a single point in the rapidly evolving digital world and that further research is required to stay up to date with how online portal experiences and client needs are changing all the time.

Findings:

Therefore, it may be inferred that men make up the majority of responders (58%) in this case.

For this reason, a larger (50%) proportion of responders are in the under-25–30 age range.

For this reason, a larger share of respondents (46%) fit the description of living in a village.

As a result, it is revealed that 46% of the respondents are actively involved with pupils.

Of the responders, 40% are postgraduate students in the majority

The majority of responders—56 percent—belong to the nuclear family.

The majority of respondents—38%—earn less than Rs. 5,000 each month.

68% of the respondents went to Flipkart.com.

he majority of responders (42%), learn about websites from online advertisements

The majority of respondents—62%—purchased mobile phones online.

Due to time savings, 56% of the respondents said they prefer internet shopping.

The majority of responders—52%—visited physical stores prior to doing their online purchasing.

The majority, 42% of those surveyed, said they shop online once a month.

The majority, 54% of responders, strongly agree with the selection of goods offered by online retailers.

The majority of responders—40%—said they think about product reviews before making an online purchase.

The majority of responders—54%—agree with the comprehensive product information while purchasing online.

The majority of responders—52%—agree that choosing products online and comparing them to others is easy.

II.CONCLUSION:

The popularity of online shopping is growing daily as more people use the World Wide Web, also known as www. It's getting harder for marketers to understand why customers require internet sales. Marketers will be able to outperform competitors if they can better understand customer attitudes toward online buying, enhance the variables that drive consumers to purchase online and address the causes that drive consumers to shop online.

In summary, the ability to shop online has genuinely transformed and impacted our society as a whole. Today's more convenient lifestyle is made possible by the numerous opportunities and openings that the usage of technology has provided. Online shopping has impacted people worldwide in three important ways: variety, speedy service, and lower prices. However, the idea of internet buying raised the risk of fraud as well as privacy issues. Regretfully, it has demonstrated that criminals can gain access to personal data and influence the system. Fortunately, security precautions are in place to prevent hackers and other criminals from improperly accessing private databases thanks to modern technological advances.

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