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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# A Study on Customer Satisfaction on about Online Shopping Applications with Special Reference to Salem District

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**ABSTRACT:** Every day, the number of traffic accidents rises as the automobile population increases. According to a survey by the World Health Organization (WHO), 1.3 million people die and 50 million are wounded annually around the globe. Most people die because they don't get medical help at the scene of an accident or because it takes too long for rescuers to get there. The time after an accident can be optimally used to make a difference between a life saved and life lost, if recovery actions are able to take place in time.

However, routing problems and traffic congestion is one of the major factors hampering speedy assistance. By identifying sites where the possibility of accidents is higher and the closest spot for ambulance placement, the response time can be greatly reduced. In order to operate efficiently as well as effectively ambulances should be deployed in areas where there is maximum demand and the ambulance should be able to reach the victim within a drive time of five minutes. This project suggests a specific way to short en the time it takes for an ambulance to arrive at the scene of a road accident.

To achieve this, the project aims to revolutionize emergency response strategies by proposing a novel unsupervised generative clustering approach employing Variational Deep Embedding (VaDE). Additionally, this proposed system includes real-time alerts to both hospitals and traffic departments, facilitating route clearance for expedited ambulance travel. Unlike traditional clustering methods, Variational Deep Embedding (VaDE) is a 4-step data generation process that uses deep neural networks and a Gaussian Mixture Model to optimize ambulance positioning strategies. By having an ambulance on site or in close proximity to the spots venue, the response time can be significantly reduced and thereby save precious lives.

**KEYWORDS:** Traffic accidents, medical help, operate efficiently, Variational Deep Embedding (VaDE), neuralnetworks

## I. INTRODUCTION

Customer Satisfaction is a marketing concept that tells us what customers think about a brand or a company or its offerings. It can be positive or negative feelings, satisfactions, inhibitions, predispositions, expectations or experiences that a customer has. If you understand the concept of customer satisfaction, you will figure out that it is arguably the most important factor that decides the success of a brand, product or a company as a whole. How a particular brand or company is positioned also plays a vital role in this. The characteristics of a brand and its personality play a big role.

If we look at the company Apple, we can see that the company is positively perceived by most of its customers. In fact, there are diehard fans of Apple. The reason being that the company has been repeatedly innovative, it has good performing products which make a connect with their customers. As a result, Apple is one of the consistently top



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performing brands across the world. Customer Satisfaction decides how much a product sells and how a company is perceived. Let us study a few examples to understand the importance of customer satisfaction and why it is important in customer decision making.

### IMPORTANCE OF CUSTOMER SATISFACTION

Marketing can get complicated and intricate at times. It is because of the complexity of the human brain and the way it functions. Customers are dynamic in thought but tend to converge while displaying certain emotions and behaviors. A lot of these complex thoughts and behavioral patterns that the customers exhibit can be combined into a concept called as customer satisfaction.

## II. RESEARCH METHODOLOGY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. According to the John Best research is defined as “A systematic analysis regarding a controlled observation that may lead to generalization and principles of theories resulting in product as control of many events that of consequence”. Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

### RESEARCH DESIGN

Research design is defined as a framework of methods and techniques chosen by a researcher to combine various components of research in a reasonably logical manner so that the research problem is efficiently handled. It provides insights about “how” to conduct research using a particular methodology.

### SAMPLING

Sampling may be defined as “The selection of some part of an aggregate or totaling on the basis of which judgment or inference about the aggregate or totaling is made”. Sampling is the process of selecting units (e.g., people, organizations) from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen.

### SAMPLING TECHNIQUE

The sampling technique used in this study is “convenience sampling” when the population element for inclusion in the sample is based on the ease of access. It can be called as convenience.

### SAMPLING SIZE:

Sample size measures the number of individual samples measured or observations used in a survey or experiment. The sample size is certified to its nature of data collection data collection is based on the primary data 100 respondents are taken as the sample for this study.

### 2.1 SOURCE OF DATA

#### PRIMARY DATA

The primary data are those which are collected a fresh and for the first time and thus happen to be original in character.

In order to collect the primary data, an interview schedule was designed with number of questions with open ended and close ended questions which will cover the overall information needed to the study.

#### SECONDARY DATA

The secondary data were collected from different sources. In the current context the secondary data was collected through published books company records, journals, magazines and related websites.

### TOOLS FOR ANALYSIS:

- The following statistical tools have been used to analyze the data. The collected data have been analyzed with the help of statistical tools like
- Simple percentage method



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### Simple Percentage Method

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

### III. FINDINGS, SUGGESTION AND CONCLUSION

#### 3.1 FINDINGS

- The maximum number of respondents are male category with 67%.
- The maximum number of respondent's age group lies between 20-25 year with 58%.
- The majority of the respondents are Unmarried with 73%.
- The majority of the respondents are employees with 46%.
- The majority of the respondent's Annual income is below 1,00,00 with overall percentage 52%.
- Majority of the people prefer online shopping for easy to selection with 47%.
- 41% of the respondents says amazon is the most comfortable online shopping application.
- Majority (41%) of the people choose amazon for providing less EMI interest cost.
- Most of the respondents says flipkart is the very easy application to use for online shopping with 45%.
- 48% of the respondents choose amazon for charging less service charge for their customers.

#### 3.2 SUGGESTIONS

##### 1. Target Marketing and Advertising:

Given that a significant percentage of respondents are male (67%) and mainly aged between 20-25 years (58%), marketing efforts should target younger males. Brands should tailor their advertising, promotions, and product offerings to appeal to this demographic.

##### 2. Focus on Unmarried Consumers:

With 73% of respondents being unmarried, consider campaigns that emphasize lifestyle products or experiences that resonate with younger, single individuals. Explore partnerships or promotions that reflect this group's interests and lifestyle choices.

##### 3. Leverage Online Shopping Preferences:

Since 47% prefer online shopping for easy selection, consider enhancing the user experience on your platform. This could involve improving interface design, simplifying navigation, offering personalized recommendations, and highlighting user-friendly features.

##### 4. Improve EMI and Interest Cost Structures:

Given that 41% choose Amazon for less EMI interest cost, there's an opportunity for your business to provide competitive financing options. Offering attractive EMI plans could draw more customers.

### IV. CONCLUSION

To effectively capitalize on the insights gathered from the respondent data, businesses must adopt a strategic approach focused on the key demographic of young, unmarried males who favor online shopping. By implementing targeted marketing strategies, optimizing the online shopping experience, and offering competitive pricing, companies can significantly enhance engagement and customer loyalty. Emphasizing tailored product offerings, enhancing usability, and effectively utilizing social media will resonate with this audience and drive sales. Additionally, fostering a feedback-driven culture will ensure adaptability to evolving consumer preferences, positioning the business favorably against competitors like Amazon and Flipkart. Overall, integrating these strategies will not only meet the needs of the target demographic but also build a stronger, more competitive brand presence in the online retail landscape, ultimately driving growth and success.



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