HOW APPLICATION USAGE CAN HELP INCREASE CONSUMER SATISFACTION FOR BRANDS

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Abstract: It is critical for a firm to keep contact with its customers before, during, and after the purchase in order to develop a positive connection with them. Utilizing apps to improve customer service helps you to establish a connection and enhance the user experience. Mobile applications provide direct connection with the brand, transforming it into a convenient digitizing tool that is now seeing exponential development. Developing an effective customer communication strategy necessitates thinking long term and responding to changing trends. As a result, betting on long-term activities that benefit them helps to establish loyalty and boost the brand's reputation. • How can apps help with customer service? • Which businesses can profit from them? • What features should be included in applications to improve customer service? • Why create a customer service app? We focused on how smartphones and other web applications may assist boost consumer happiness with a brand in our study. The data was processed using computer-aided tools such as MS-excel, and the analysis was done using a bar chart and tables at Parul University in Gujarat

Index Terms - Consumer Satisfaction, Digital Marketing, Online Shopping, Trends, Market Research

INTRODUCTION

Because these platforms are highly tailored, customers are increasingly inclined to engage providers via mobile applications. Similarly, they shorten response times to requests, allowing customers to contact the company at any time and offering comfort. Using a mobile app to make a purchase is always more convenient than using a responsive website. As a result, trust and user experience are enhanced while utilizingthem. When it comes to developing a successful business image, the consumer's opinion and level of satisfaction are critical. Demonstrating your audience that you areapproachable and attentive improves consumer engagement. This sort of platform takes all of the advantages of mobile devices, such as accessibility, speed, and closeness, and applies them to people's relationships.Offering oneself as an alternative to the traditional approach to dealing with customers. Where people frequently complain about long lines, content bureaucracy, or a lack ofefficiency. Every firm that provides products or services to the market on a large scale is a greatmodel for betting on customer service applications. B2B enterprises are an ideal prototype that, according to their business plan, may earna significant profit by providing this sort of platform. Airlines, telephone companies, private clinics, and banks, for example, are examples of businesses where consumersmust complete several procedures and obtain various types of information.

They can save time on regular chores and give consumers with an alternate manner of addressing difficulties by selecting them. Since then, almost 60% of consumers choose to conduct regular enquiries using mobile applications.

For mobile applications to realize their maximum potential in terms of customer service, a number of common functionality or features are recommended. Its major goal is to increase the client experience using various ways. To improve userexperience, there are several approaches to streamline operations and provide the option of contacting and carrying out procedures at any t time.

WHY DEVELOP A CUSTOMER SERVICE APP

Businesses who want to deliver an agile and high-quality service should think aboutdeveloping this sort of platform. Individuals looking to improve their practices should consider any of the following:

- Increase response time

- Organize and categories material

- Save resources

- Expand your database

- Get closer to your consumers

Most businesses' primary goals are to attract and maintain their target audience. Hence, finding for ways to do this is a trend, with mobile applications for customer support being a particularly beneficial medium. It is critical to have specialists in chargeof developing your app and advising you along the process.

RATIONAL OF THE STUDY

Technology is not going away. It has a huge impact on practically every aspect of our life as consumers, ranging from smartphones, tablets, and personal computers to social media and corporate networking sites like LinkedIn. It's safe to assume thattechnology is huge.

Companies invest heavily in technology in order to obtain a competitive advantage,be inventive, and grow revenue: Walmart alone spent more than $10.5 billion on technology last year! So, how might technology assist your company in being morecustomer-centric?

Before we go any further, it's probably a good idea to consider what these phrasestruly represent. Customer experience (CX) is the total of all interactions between acustomer and a firm during their working relationship. Customer Satisfaction measures how satisfied/happy your customer is with the service or items they got.

Customer experience and customer satisfaction are frequently confused; however, this is not technically correct. Your customer experience is only one factor in determining whether a client is pleased or unsatisfied. Customer satisfaction shouldtheoretically take care of itself if a robust customer experience plan is implemented.

LIMITATIONS OF THE STUDY

- This study is limited to only the professionals, students who are working atvarious places in Gujrat.

- This study is limited for only those who purchase online products.

- This study does not include customers who prefer tangibility of product prior topurchase.

- This study also does not hold good for the people, who are illiterate.

- The risk pertaining to online shopping is not covered in this study.

RESEARCH HYPOTHESIS

The majority of earlier studies relied on the Theory of Reasoned Action to justify their results of positive correlations between factors and customer satisfaction.

Based on a basic understanding of the nature of smartphone applications and the concept of what contributes to the utility of the typical consumer, a positive direct relationship between each of the independent variables (convenience, time saving, information availability and accessibility) and the dependent variable of consumer satisfaction is expected.

Ho	In the local market, there is no association between customer happiness and perceived convenience, time savings, information availability, and access to smart phone applications.
H1	In the local market, there is a positive direct relationship between consumer satisfaction and the perceived convenience of smart phone applications.
H2	In the local market, there is a distinct and positive link between consumer satisfaction and the Time Saving capability of smartphone applications.
H3	There is a positive and direct relationship between consumer satisfaction and the level of Information Availability in the local market for smart phone applications.
H4	Consumer satisfaction and customer access to the smart phone application in the local market have a positive and direct impact link.

RESEARCH METHODLOGY

DATA COLLECTION

This study is based on both primary and secondary data, although primary data gathering was prioritized because it is a key aspect in attitude research. One of the most important users of research methodology is that it assists in identifying the problem, collecting and analyzing the necessary information data, and providing an alternative solution to the problem. It also assists in collecting the vital information that is required by top management to assist them in making better decisions on a daily basis.

DATA COLLECTION METHOD

The data collected for the study consists of both primary and secondary data.

PRIMARY DATA

For the collecting of primary data in any research project, methods such as questionnaires, interviews, and observation have been widely employed. Among these approaches, the Questionnaire Method, which is the most adaptable and capable of interacting opinion and interventions, was employed for data collection. Customers are the key source of information.

SECONDARY DATA

Secondary data for this study was collected from.

- By collecting information from the customers.
- By observing and studying the previous research studies. Book, Periodical and websites and by going through internet

➢ *DATA SOURCE*

The study is entirely based on original data. Secondary data can only be used as areference. Primary data collection was used in the research, and primary data wasacquired via engaging with diverse people. Secondary data was gathered from numerous publications and websites.

SAMPLING

Sampling procedure:

The sample was drawn from customers and visitors to an ecommerce firm, regardless of whether they are investors or do not use the service. It was also gathered through personal visits to individuals, official and informal conversations,and the completion of the Questionnaire. The data was examined utilizing mathematical and statistical methods.

➢ *Sample Size*

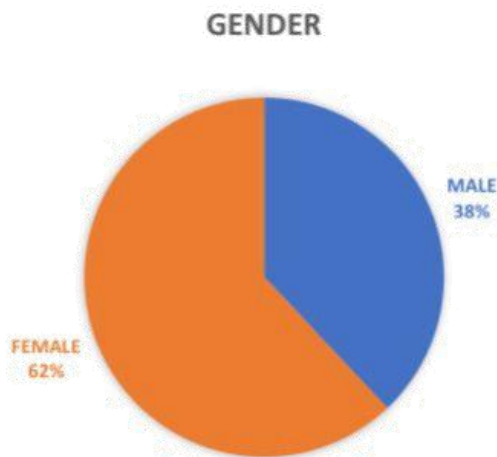Sample Size of my project is limited to 200 people only, which are using applicationfor online shopping.

➢ *Sample Design*

Data has been presented with the help of Bar Graph, Pie Diagram.
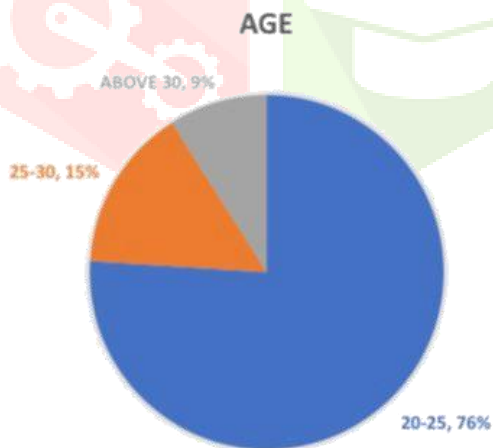
DATA ANALYSIS AND INTERPRETATION

1) GENDER:

	Respondent	Percentage
MALE	55	38%
FEMAILE	91	62%
TOTAL	146	100%

GENDER

INTERPRETATION: As per the above analysis 62 percent of people are female in the survey and 38 percent of people are male.

2) AGE:

|	Respondent	Percentage
20-25	111	76%
25-30	22	15%
ABOVE 30	13	9%
TOTAL	146	100%

INTERPRETATION: As per the above analysis the review consistent of 76 percentage of people between the age group 20-25 and 15 percent of people belong to 25-30 and above 30 people are 9%,

3) WHAT IS YOUR USAGE PRIORITY?

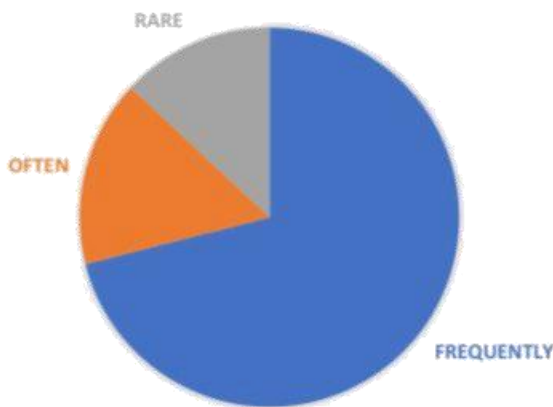|	Respondent	Percentage
Social networking	79	54%
Communication	34	23%
Games	13	9%
Utilities	20	14%
TOTAL	146	100%

USAGE
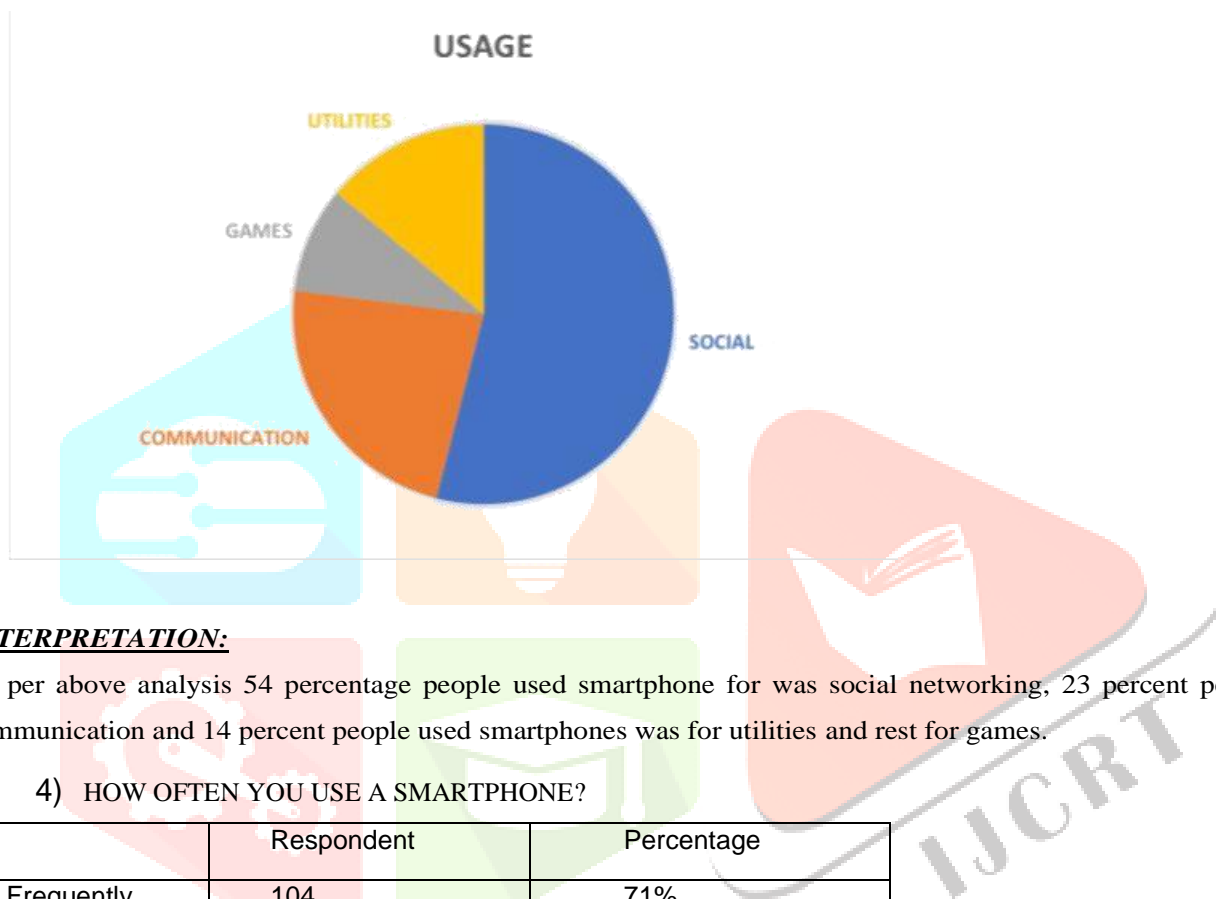
INTERPRETATION:

As per above analysis 54 percentage people used smartphone for was social networking, 23 percent people used for communication and 14 percent people used smartphones was for utilities and rest for games.

4) HOW OFTEN YOU USE A SMARTPHONE?

|	Respondent	Percentage
Frequently	104	71%
Often	23	16%
Rare	19	13%
TOTAL	146	100%

USE OF SMARTPHONE

INTERPRETATION: As per the above analysis 71 percent of the respondents frequently used the smartphones and 16 percent of people used often and 13 percent used the smartphones rarely

5) ON WHICH BASIS YOU INSTALL AN APPLICATION IN YOURSMARTPHONE?

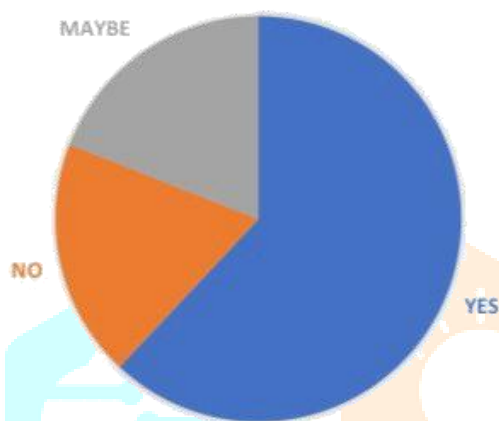|	Respondent	Percentage
Convenience	45	31%
Time saving	32	22%
Information Availability	31	21%
Accessibility	38	26%
TOTAL	146	100%
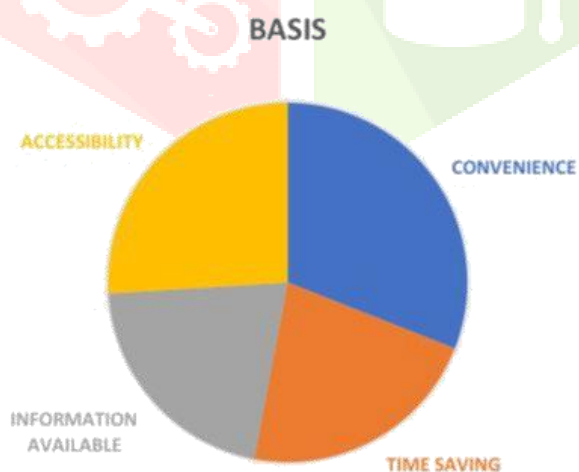
INTERPRETATION: As per the above analysis, 31 percent people agreed that convenience was the factor that made them install a application in their phone, 22 percent agreed that it was time saving factor, 21 percent people agreed that information availability was the factor and 26 percent of agreed for the factor accessibility

6) DO ADVERTISEMENTS AND OFFERS INFLUENCE YOUR PREFERENCE AND PURCHASE?

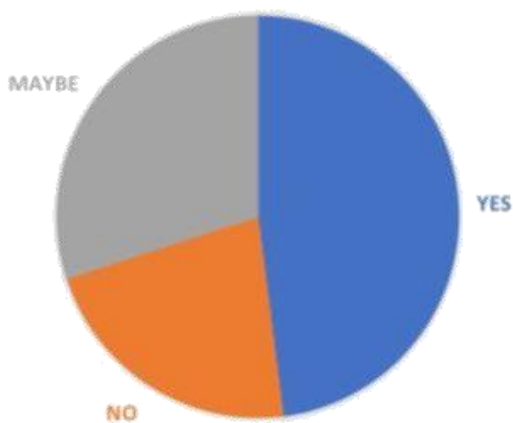|	Respondents	Percentage
Yes	90	62%
No	28	19%
Maybe	28	19%
TOTAL	146	100

INFLUENCE OF ADVERTISEMENT

INTERPRETATION: As per above analysis 62 percent of respondents agree that advertisement influence their preference and purchase, 19 percent not agree and 19 percent can't say.

7) ARE SMARTPHONES APPLICATION BETTER FOR B2BBUSINESSES?

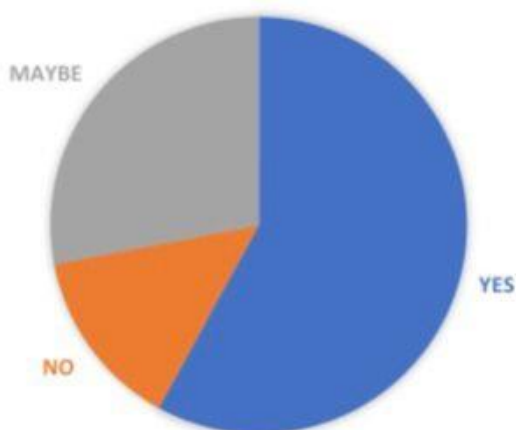|	Respondents	Percentage
Yes	70	48%
No	33	22%
Maybe	43	30%
TOTAL	146	100

SMARTPHONES APPLICATION FOR B2B

INTERPRETATION: As per above analysis 48 percent of respondents agree that smartphones application better for B2B businesses, 22 percent not agree and 30 percent can't say.

8) ARE SMARTPHONES APPLICATIONS HELPING IN BUILDINGBRANDS?

	Respondents	Percentage
Yes	85	58%
No	20	14%
Maybe	41	28%
TOTAL	146	100%

## SMARTPHONE HELP BUILDING BRANDS

INTERPRETATION: As per above analysis 58 percent of respondents agree that smartphones application helping in building brands, 14 percent not agree and 28 percent can't say.

9) SOCIAL MEDIA MARKETING IS HELPFUL IN ATTRACTING THECUSTOMERS?

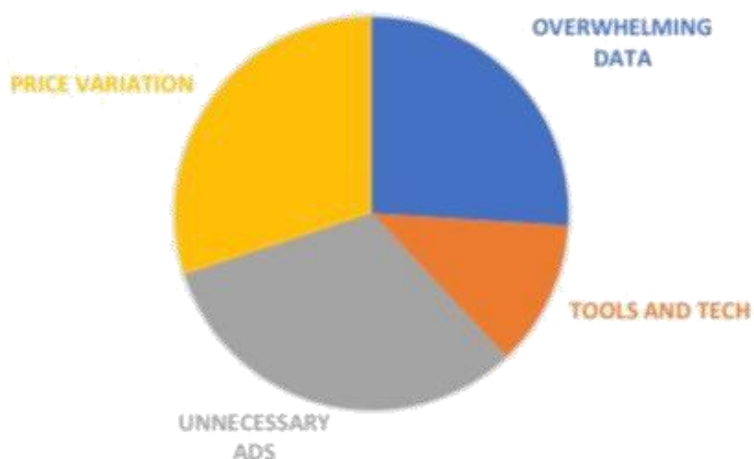|	Respondents	Percentage
Strong Disagree	12	8%
Disagree	14	10%
Neutral	41	28%
Strong Agree	79	54%
TOTAL	146	100%

SOCIAL MEDIA HELP ATTRACT CUSTOMERS
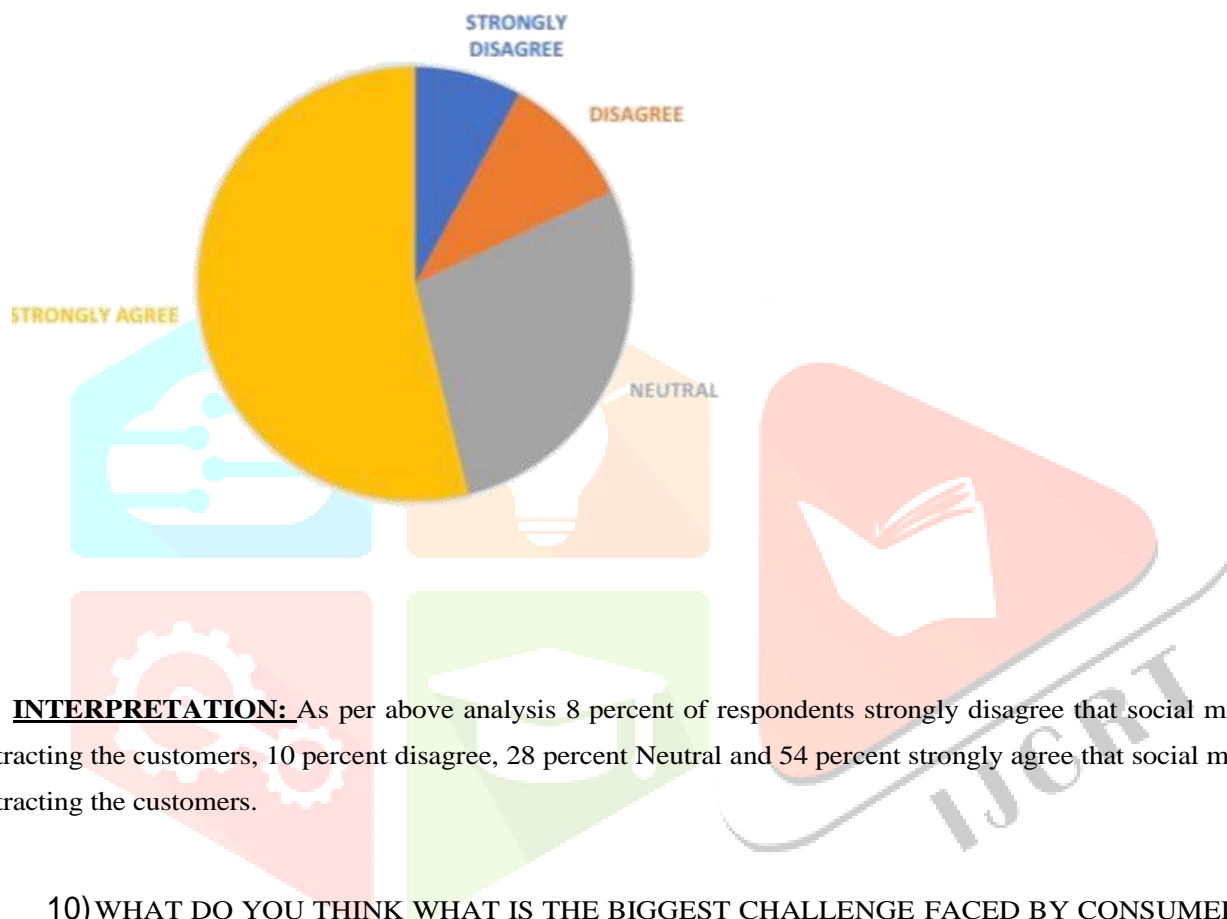
INTERPRETATION: As per above analysis 8 percent of respondents strongly disagree that social media helping in attracting the customers, 10 percent disagree, 28 percent Neutral and 54 percent strongly agree that social media helping in attracting the customers.

10) WHAT DO YOU THINK WHAT IS THE BIGGEST CHALLENGE FACED BY CONSUMER WHILE PURCHASING THROUGH APPLICATION?

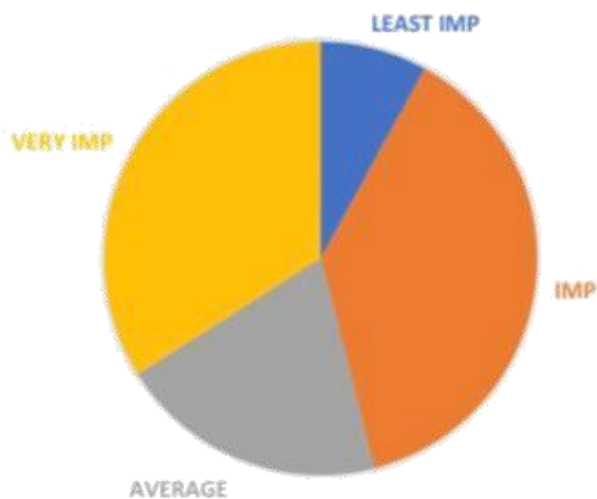|	Respondents	Percentage
Overwhelming Data	38	26%
Tools and Technology	18	12%
Unnecessary Advertisement	47	32%
Price variation	43	30%
TOTAL	146	100%

BIGGEST CHALLENGE WHILE PURCHASING WITH APPS

INTERPRETATION: As per above analysis 26 percent of respondents found biggest challenge while purchasing through applications are overwhelming data, 12 percent says due to tools and technology, 32 percent due to unnecessary advertisement and 30 percent says price variation.

11) HOW EFFICIENT OR IMPORTANT ARE APPLICATIONS INTODAY'S GENERATION?

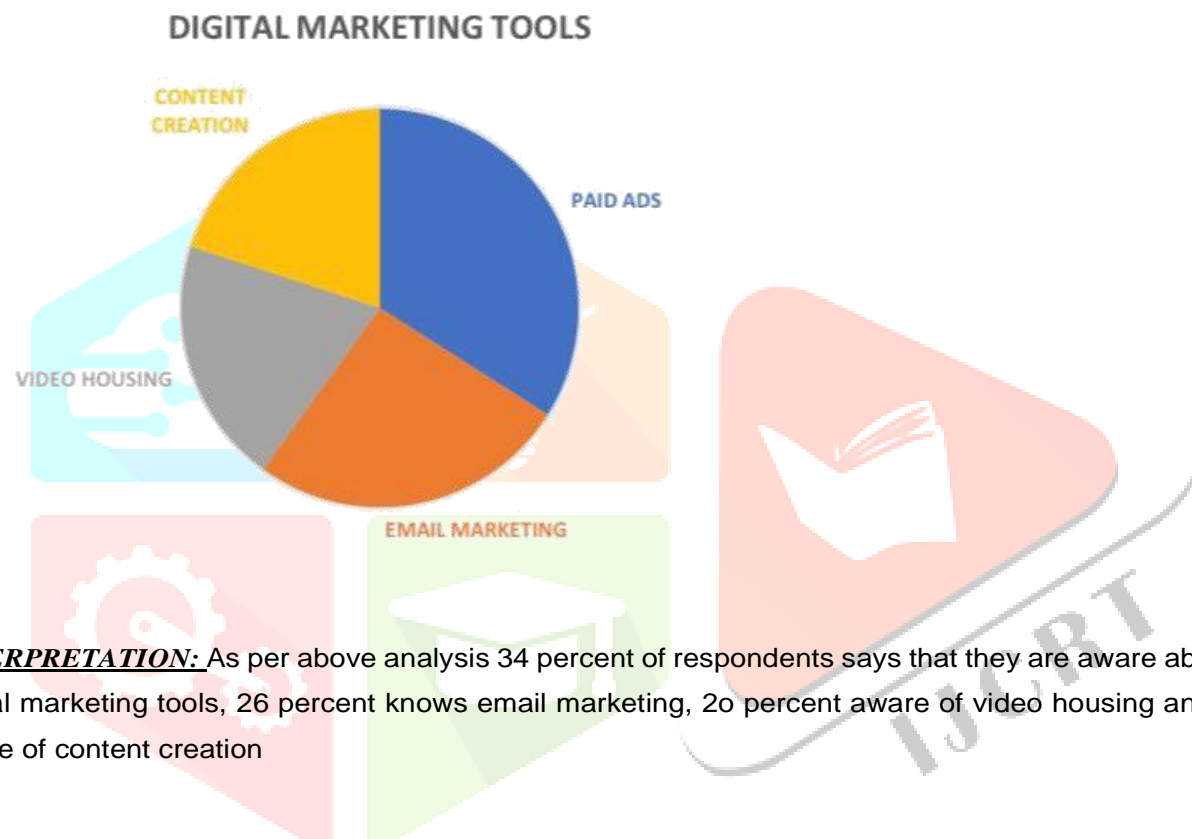|	Respondent	Percentage
Least Important	12	8%
Important	55	38%
Average	29	20%
Very Important	50	34%
TOTAL	146	100%

EFFICIENCY OF APPS

INTERPRETATION: As per above analysis 8 percent of respondents found application is least important, 38 percent says it is important, 20 percent says average and 34 percent agree that application is very important.

12) WHAT DIGITAL MARKETING TOOL ARE YOU AWARE OFMOST?

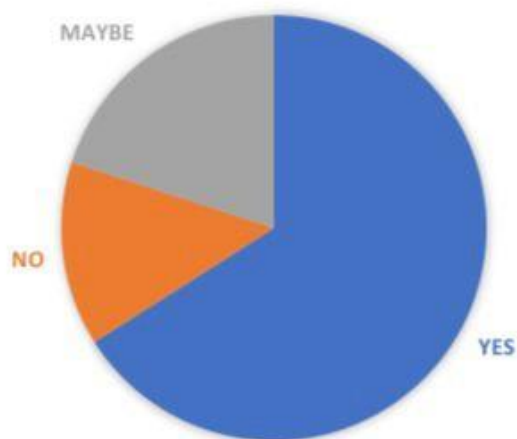|	Respondent	Percentage
Paid ADS	50	34%
Email Marketing	38	26%
Video Housing	29	20%
Content Creation	29	20%
TOTAL	146	100%

DIGITAL MARKETING TOOLS

INTERPRETATION: As per above analysis 34 percent of respondents says that they are aware about Paid Ads digital marketing tools, 26 percent knows email marketing, 2o percent aware of video housing and 20 percent aware of content creation

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13) DO YOU THINK DIGITAL MARKETING TOOLS HELPS TOGROW BUSINESS?

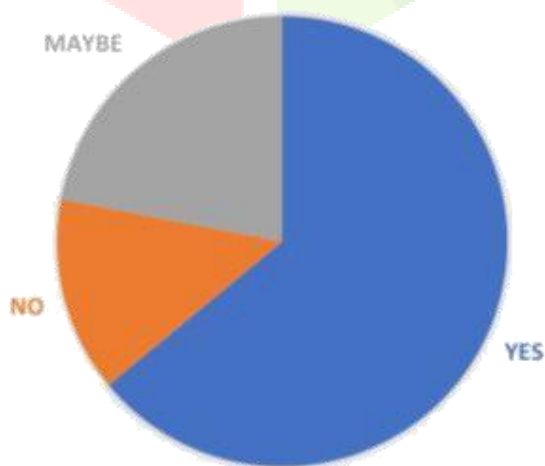|	Respondents	Percentage
Yes	96	66%
No	21	14%
Maybe	29	20%
TOTAL	146	100

ARE DIGITAL MARKETING TOOLS HELPFUL

INTERPRETATION: As per above analysis 66 percent of respondents agree that digital marketing helps in growing business, 14 percent not agree and 20 percent says can't say

14) DO YOU THINK DIGITAL MARKETING IS THE MOST SOUGHT-AFTER METHOD ADOPTED BY ENTREPRENEURS' YOUNG AND OLD IN THE FIELD OF MARKETING, ADVERTISING, BRAND BUILDING, PROMOTIONS?

	Respondents	Percentage
Yes	93	64%
No	20	14%
Maybe	33	22%
TOTAL	146	100

## EFFICIENCY OF DIGITAL MARKETING

INTERPRETATION: As per above analysis 64 percent of respondents agree that digital marketing is the most sought-after method adopted, 14 percent says no and 22 percent can't say.

15) WHICH IS THE MOST EFFECTIVE SOLUTION FOR BRANDPROMOTION?

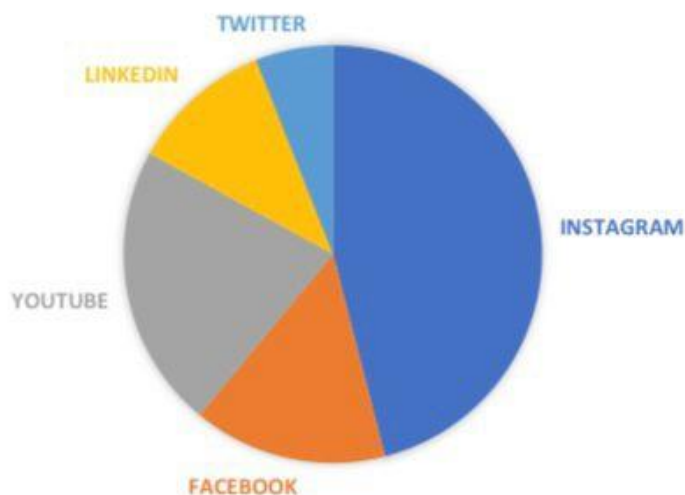|	Respondent	Percentage
Social Media	49	34%
Print Media	35	24%
Smartphone Application	62	42%
TOTAL	146	100%

SOLUTION FOR BRAND PROMOTION
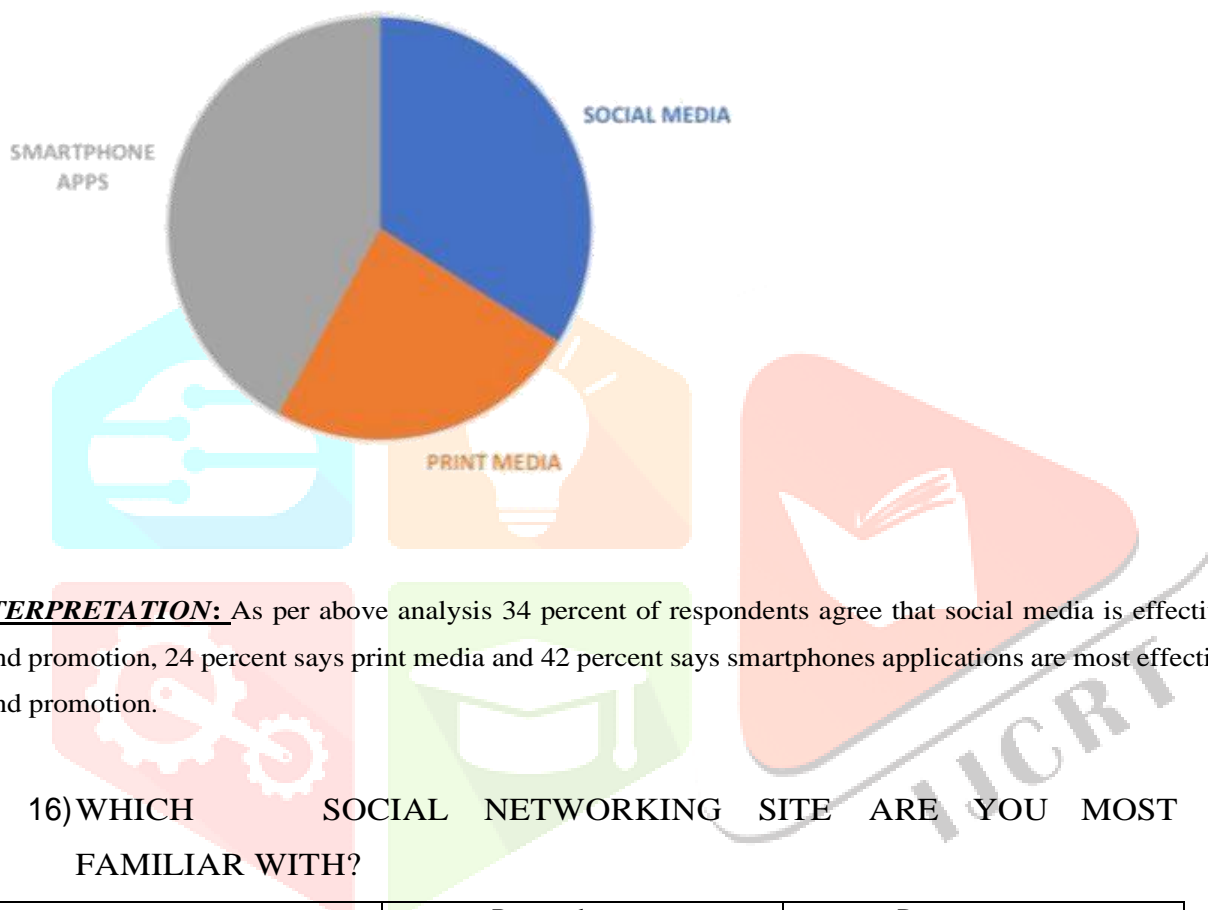
INTERPRETATION: As per above analysis 34 percent of respondents agree that social media is effective solution for brand promotion, 24 percent says print media and 42 percent says smartphones applications are most effective solution for brand promotion.

16) WHICH SOCIAL NETWORKING SITE ARE YOU MOST FAMILIAR WITH?

|	Respondent	Percentage
Instagram	67	46%
Facebook	21	15%
YouTube	32	22%
LinkedIn	16	11%
Twitter	10	6%
TOTAL	146	100%

SOCIAL NETWORKING SITE

INTERPRETATION: As per above analysis majority of the respondents were goes with Instagram and YouTube sites while 32 percent of the respondents using all above social media applications

17) WHICH ONE DO YOU THINK IS THE MOST EFFECTIVESOCIAL NETWORKING SITE FOR ONLINE MARKETING?

	Respondent	Percentage
Instagram	94	65%
Facebook	33	22%
LinkedIn	19	12%
TOTAL	146	100%

EFFECTIVE FOR ONLINE MARKETING
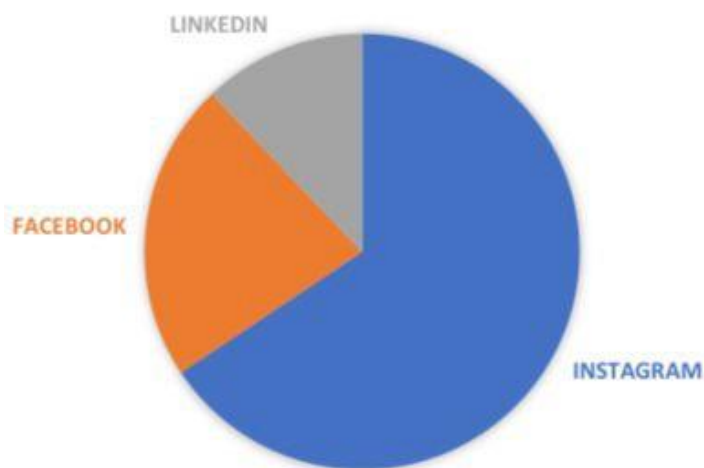
INTERPRETATION: As per above analysis majority of the respondents were goes with Instagram sites and rest goes with others social media sites.

CONCLUSION

Customer satisfaction is the ultimate objective of all enterprises worldwide. The concept of offering products or services that suit consumers' desires and requirementshas evolved to encompass a variety of value-added features that distinguish companies in the consumer perspective. The purpose of this study was to address a relevant medium of customer outreach for businesses. This study examined the hypothesis that a smartphone application may provide user happiness through four controlled variations. According to the findings of this study, which focused onsmartphone users, smartphone applications with four different qualities do certainly have a good influence on consumer satisfaction for companies.

The relationship was discovered, and the independent factors had a substantial influence on the dependent variable (customer satisfaction), validating the research assumptions.

The survey also reveals that the increasing internet literacy among consumers is theprimary cause for the growing importance of online marketing. They have determinedthat the internet is solely useful for serving their varied goals, namely smartphone applications such as social networking, online shopping, and media sharing (photo, music, video). The internet's effectiveness has increased their proclivity to be online. Consumers today firmly believe that every company should use this efficacy to boost their marketing efforts. So that people are compelled to utilize internet marketing in order to gain access to unique material about the brand, receive discounts, and sharetheir thoughts about the brand with the advertiser. Consumers' choice for traditional marketing tactics has diminished since the emergence of internet technology.

The main advantages of internet marketing are the capacity to engage between customers and marketers, as well as the availability of a wide range of information and simplicity of buying. Because of these advantages, online marketing outperforms traditional marketing. At the same time, customers are concerned about the internet'suser-security. They believe that internet marketing is risky since it may raise fraud andprivacy concerns.

HYOETHESIS ASSESMENT SUMMARY

H0	In the local market, there is no association between customer happiness and perceived convenience, time savings, information availability, and access to smart phone applications.	REJECTED
H1	In the local market, there is a positive directrelationship between consumer satisfaction and the perceived convenience of smart phone applications.	ACCEPTED
H2	In the local market, there is a distinct and positive link between consumer satisfaction and the Time Saving capabilityof smart phone applications.	ACCEPTED

H3	There is a positive and direct relationship between consumer satisfaction and the level of Information Availability in the local market for smart phone applications.	ACCEPTED
H4	Consumer satisfaction and customer access to the smart phone application in the local market have a positive and directimpact link.	ACCEPTED

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