# Customer satisfaction

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**ABSTRACT:** In this study I have used a review centric research method for studying the various factors impacting on Social Marketing the Problems and challenges faced by social marketing. Post identifying the factors I have done a case study of major Effecting Customer Satisfaction in today's market world and for the factors impacting the Social marketing developing a conceptual model for the probable impacting factors and then later studying the same for confirming the same factors. In the conceptual model it was identified that Customer Satisfaction Identity is a major factor contributing to build a Customer image. The objective of the review centric research study is to find out the major facts.

**KEYWORDS:** Customer Satisfaction, Quality, Customer Service, Price Fairness and Tolerance.

## 1 INTRODUCTION

Both public and private sectors have given much attention to the concept of customer satisfaction in the past couple of decades. Naturally, administrators have requested their staff to do customer satisfaction studies for their own organizations.

In this paper I tried to provide the analyst an over view of the model of Customer Satisfaction .These models come from a vast literature from the marketing research discipline. This pool; of research inclides  models that interface the concept of Customer Satisfaction in a related concepts , such as price fairness , quality, customer service and technology  In marketing literature Social Marketing has been identified as a name, term or object that identifies a seller, [1]. However the process of building a Social medium for marketing is a culture driven phenomenon and is long commitment and very similar to a lifestyle change , which takes time to nourish and flourish. There are several intangible factors which play greater roles in the bigger picture of creating brand and its image. Factors like Market segmentation, market analysis, product, promotion, price, sensitivity, a greater share of customer's service promotion, money, social, network, and a higher percentage of repeat business. [2]Customers value more than relationship they tend to form with the company and its people it could be in many forms like marketing or sales[3]. There have been lots and lots spoken about Social Marketing, but the term Social Market has made a specific meaning and could be clearly understood because of the Author or the guru Kotler and Zaltman who introduced the concept a decade ago. The literature given by the author has the extended definition about the term Social Marketing and how different science theories can be applied.[1] In this paper I have done little research from different journal papers written by different authors.

## 2 CUSTOMER SATISFACTION MEANING AND DEFINITION

A **customer satisfaction** evaluation can be quite specific in nature - a specific subset of experience such as a single transaction and/or particular attribute - but may also be cumulative, based on all previous experience with a good or service [4]Much has been written about **social marketing** since Kotler and Zaltman (1971) introduced the concept a decade ago. The literature has contained extended discussions about the definition of social marketing, the ethics of social marketing, the appropriateness of broadening the marketing discipline to include social marketing, and the potential of applying various social science theories in social marketing contexts. However, there have been few attempts (Rothschild 1979) [1]to move

beyond the reporting of case studies toward the development of general knowledge about social marketing, including knowledge about the problems most organizations tend to find in applying conventional marketing approaches in social programs the term social marketing is used throughout this article to mean "the design, implementation, and control of programs seeking to increase the acceptability of a social idea or practice in a target group(s)" (Kotler 1975, p. 283).[5] . An awareness of these problems should allow social agency administrators or their marketing advisors to formulate more workable and effective social marketing programs. While the authors believe strongly in the contribution marketing can make to social programs[6].
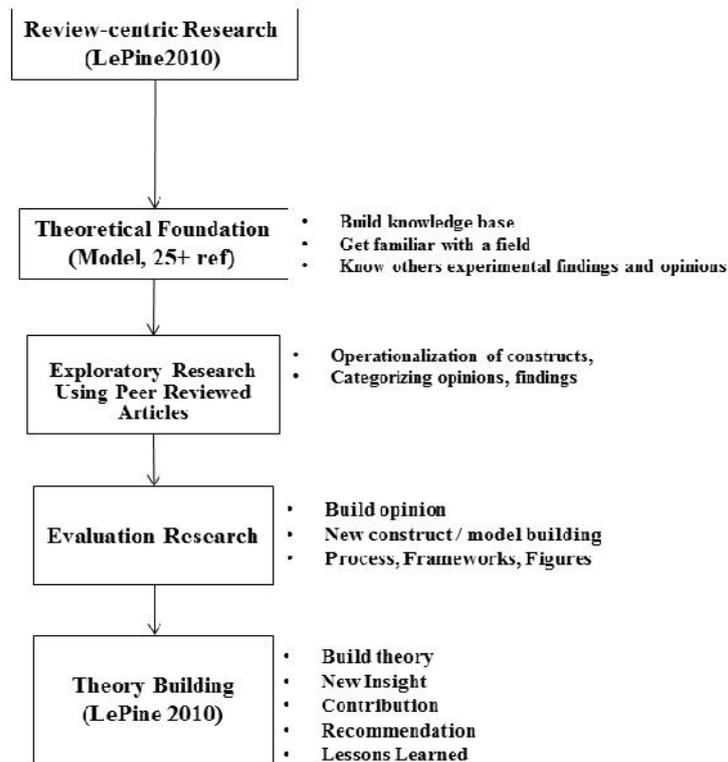


## 2.1 RESEARCH METHOD

Research methods in social marketing This chapter discusses the current and potential role of qualitative research methods in Customer Satisfaction. The major methodological approaches and the specific data collection and analysis methods that can be used to achieve social marketing objectives are outlined and examples are provided of diverse research projects that have used these methods to improve social welfare. Of note is that many of these studies are not explicitly described in the literature as social marketing projects broadly put, social marketing represents the strategic use of economic and social forces in order to change behaviors that lead to social problems (Kotler, Roberto, & Lee, 2002).

Social marketing is like commercial marketing in several ways. Both have a customer focus; i.e., the target of change is a market sector that is defined in terms of social exchange between the group in control of marketing and the group whose behavior is the focus of change. These sectors are segmented; the effectiveness of marketing depends on defining relevant sectors and then crafting a marketing format that reflects the sectors needs and interests. Customers of both efforts must perceive the benefits of partaking in the product or behavior exceeds the costs of engaging in a different behavior. In this study I identify the most important success factors that help in the current business or organizational situation to build our goal to accomplish a competitive advantage. My research approach incorporates the "interpretive paradigm" in which a rich description of each factor in our current organization context is established. 615

## 2.2 CUSTOMER SATISFACTION ITS GOAL AND AWARENESS

Many believe that **Customer Satisfaction** can have a major impact on society's myriad social problems. However, this impact can be seriously compromised if the technology is applied incorrectly or to areas in which it is not appropriate. [7]If practitioners misuse the concept, its effectiveness may be limited. If researchers and scholars assess its performance in areas

for which it should not be responsible, social marketing may be blamed for failures for which it should not be held accountable.[2] It is time, therefore, to introduce precision into the dialogue by establishing a clear consensus on what social marketing is and is not and what its "legitimate" domains are and are not. These definitions and distinctions have important implications for present and future practical applications, academic discussions, and field research.[1] The central premise of the article is that social marketing stands a significance chance of failure if existing issues of definition and domain are not adequately resolved

## 3 FACTOR IMPACTING CUSTOMER SERVICE

In the above goal section where Customer Satisfaction is my dependent variable and basically discussing the problems and challenges in social marketing and what each of the five authors have to say on the following goal As we know Social Marketing is a wide sea and there are many factors which have a positive and a negative effect and these authors above are trying to give a clear view point [2] As I agree with authors views and perspective and we know that Philph Kotler is the guru and he introduced the concept of social marketing with a very clear description saying social marketing can have a major impact in our society. When Kotler and Zaltam say that social marketing has a major impact in the society I completely agree with his saying because now days everything depends on social marketing I can even say the world runs on social marketing and here Kotler gives a clear evaluation and meaning of Social Marketing as the Design implementation and control of program In the second evaluation I would like to give my opinion and understandings about what [7]Andreasen when he says that the concept of social marketing should be used appropriately in the society and not miss use it or else its effectiveness will decrease and it may lead to bad impact in the society .To build a market its not only enough to know the market but we should know the wants need and the demands of the customers

This article discusses the meaning, power, and limitations of **social marketing** as an approach to planned social change. First, this will require delineating the generic nature of marketing phenomena and some recent conceptual developments in the marketing field. This will be followed by a definition of (Fox & Kotler, 1980) social marketing and an examination of the conditions under which it may be carried out effectively. The instruments of social marketing are defined, followed by a systems view of the application of marketing logic to social objectives. Marketing management is the analysis, planning, implementation, and control of programs designed to bring about desired .exchanges with target audiences for the purpose of personal or mutual gain. It relies heavily on the adaptation and coordination of product, price, promotion, and place for achieving effective response.[8]

**Social marketing** faces distinctive ethical challenges, which are not faced by commercial marketing, with regard to the ends it seeks, the rationale it offers for achieving those ends, and the effects it may have on its targets. The more social marketing attempts to address these ethical challenges, the more its nature as a form of social activism becomes apparent. Nevertheless, these are special ethical challenges social marketing needs to confront temporary society faces a vast number of social problems, which are both extremely complex and divers Social marketing has clear relations to commercial marketing. Still, social marketing is distinct from commercial marketing in that social marketing focuses on resolving social problems, whereas commercial marketing focuses on producing various goods or services for a profit. The "customer" of social marketing is not expected "to pay a price equal to the cost of providing the service," whereas the customer of commercial marketing is expected to do so[5]

### 3.1 FIGURE: THE MODEL FOR SOCIAL MARKETING WITH ITS GOAL AND ITS FACTORS

Based on the literature review and review centric research, I have tried to come up with a conceptual model for brand building in competitive markets, below mentioned are the five key factors of the model.
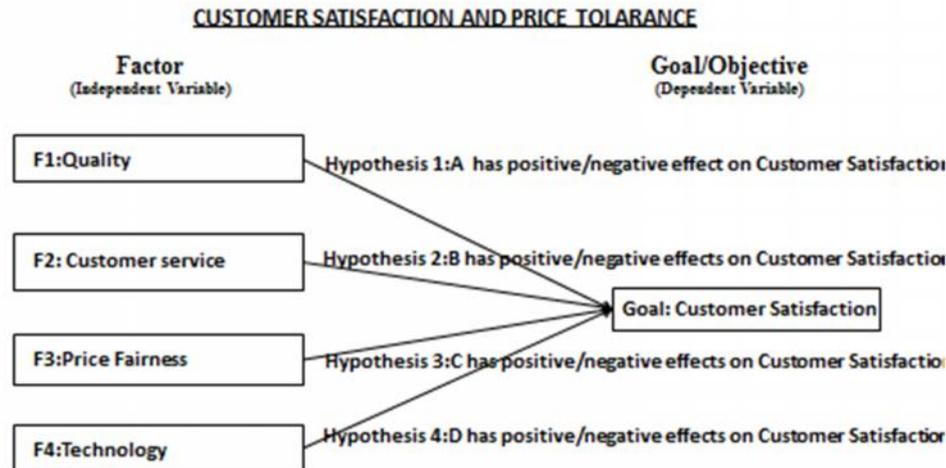
### 3.2 QUALITY INDEPENDENT VARIABLE

**Quality** is probably undervalued by firms because there is little consensus about appropriate measures and methods to research quality Firms are always in a rush to bring new products to market. This attitude is probably driven by several factors, such as capturing market share rewards to new products; shaping consumer preferences; exploiting economies of experience; or preempting lucrative

Supplies , market positions, distribution outlets, and shelf space [9] Market analysis depends on available data .Inter market linkages are commonly modeled as spatial equilibrium in which transaction costs and demand and supply in district markets jointly determine prices and trade flows Only prices, trade flows, and transaction costs and imperfectly observable. The available of these data establishes a hierarchy of methods. Study of the methodology of market analysis is a necessary part of the development of a science of marketing.

A case study in market analysis is presented to illustrate the actual problem-solving process, rather than just the rationalized reconstruction of the process often reported [10]. Market analysis reveals when demand is defined as the demand for jobs, on the part of people who want to get a job, and supply refers to the supply of jobs by employers who want to get a job done."' I will reserve until later the justification for this reversal, in which the accepted upward sloping labor supply curve gives way to the familiar downward sloping demand curve- that of people for jobs[3]. There seem to be several good reasons why social **market analysis** should be handled in special courses separate from marketing organization.

Furthermore, the general subject of marketing lends itself to being divided on this basis. The market price analysis is concerned with the actual prices prevailing in the market, and the manner of their determination and the reasons for their fluctuations. The marketing organization analysis is concerned with the structure of the market, the internal organization of the numerous types of business units operating in the various markets, and the interrelations of these various business units, and division of functions between them[11]

### 3.3 TECHNOLOGY INDEPENDENT VARIABLE

A **technology**, in our model, is a group of production methods that is used to produce an inter- mediate good or service. Each production method is embodied in a differentiated capital good. A potential producer of a capital good decides whether to incur a fixed cost of adopting the new production method. If he does, he will be the monopolist supplying the capital good that embod- ies the specific production method. This decision determines whether or not a production method is used, which is the extensive margin of adoption insert quote here [12] The process of dividing up the market into homogeneous segments and then developing unique marketing programs for individual target segments (while perhaps ignoring certain

segments) is fundamental to modern marketing. Market segmentation is generally viewed as being more productive than treating the entire market in an undifferentiated manner. Although market segmentation is widely utilized and accepted by most profit making and many nonprofit (e.g., universities, hospitals) marketers, social marketers find that predisposed to their offerings. Social marketers often segment on the basis of risk to the consumer.[13].

This article deals with the overall relationship between product liability and market segmentation. The legal concepts of foresee ability and notice are related to market segmentation in the context of disadvantaged consumer segments. In addition, the role of marketing research in supporting or defending a liability allegation is discussed. This article focuses on the legal considerations relevant to the fundamental marketing strategy of segmentation, primarily from the standpoint of disadvantaged segments.[14]

The theme of the article is that, beyond attracting consumers from potentially profitable segments, companies should take steps to minimize their product liability vulnerability in these and other segments. The discussion is based on facts taken from an actual product liability case (using disguised names, places, and products); in addition, other corroborative cases and substantive law examples are presented[15].

### 3.4 Customer Independent Variable

**Customer service** is the provision of service to customers before, during and after a purchase. According to Turban et al. (2002), "Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation. "The importance of customer service may vary by product or service, industry and customer. The perception of success of such interactions will be dependent on employees "who can adjust themselves to the personality of the guest,"[2] according to Micah Solomon. From the point of view of an overall sales process engineering effort, customer service plays an important role in an organization's ability to generate income and revenue.[3] From that perspective, customer service should be included as part of an overall approach to systematic improvement. A customer service experience can change the entire perception a customer has of the organization. [16]Once the marketer has analyzed the market and determined target segments, he or she should then develop an offering that conforms closely to the desires of the target segments. Conventional marketers will typically adjust product characteristics, packaging, the product name, the product concept, and the product position to increase the likelihood of a sale to the target segments. [17]However, social marketers find: Social marketers find that the development of a pricing strategy primarily involves trying to reduce the monetary, psychic, energy, and time costs incurred by consumers when engaging in a desired social behavior. Social marketers generally have much more complex objective functions than commercial marketers.[1].

The notion of **product strategy**-structure congruence within multi-product firms, however, is a complex one since diversity in product strategies implies a requirement for diversity in formal structure. Some writers have suggested that strong countervailing forces or constraints may exist which mitigate against achieving a theoretically satisfying fit between strategy and structure at lower organization levels (Bettis, 1979; Haspeslagh, 1982; Lorsch and Allen, 1973).Nevertheless, given the generally recognized importance and contribution of formal structure to the achievement of strategy, the suggestion of constraints raises some particularly important questions[18].

What is product?

In marketing term a product is anything that can a be offered to a market to satisfy a want or need .In other words a product is the item or service that you are offering your customers. A product can be physical object or a service and may refer to a single item or unit a group or equivalent or a group of goods or services [19]

### 3.5 Promotion Independent variable

In many industries, promotions represent a significant percentage of the marketing mix budget. Nondurable goods manufacturers now spend more money on promotions than on advertising[20]. This study addresses a problem commonly encountered by marketers who attempt to assess the impact of their sales **promotion** response models in the literature either have ignored competitive promotions, focusing instead on the focal firm's promotions and sales response, or have considered the ideal situation in which the analyst has access to full information about each firm's sales and promotion activity.[10] The authors propose a random coefficients hidden Markov promotion response model, which takes the competitor's unobserved promotion level as a latent variable driven by a Markov process to be estimated simultaneously with the promotion response model[21] This article studies the nature, determinants, and impact of "negative" activities in organizations. In competing for **promotion**, the members in organizations can work not only to enhance their own performances, but also to "sabotage" their opponent's performances. It is worthwhile for them to engage in negative

activities because promotion is generally based on relative, rather than absolute, performance, and its nature is winner take all.[22].

### 3.6 BRANDING INDEPENDENT VARIABLE

Branding Social Marketing -Approaches to solving any problem, whether commercial or social, gain favor when they are widely perceived as superior to alternatives. [23]This applies to innovations in software, cooking, health care, and golf. [20]The fundamental problem for social marketing, noted previously, is that it is neither widely known nor perceived to be plainly superior to its competition in a clearly defined set of situations. I believe that the solution is found in the marketing discipline itself. I propose that social marketing should be considered a brand in the marketplace of social change approaches-and one that needs better marketing[21]

### 4 CONTRIBUTIONS AND NEW INSIGHTS

I feel Customer Satisfaction is a business is big era and it can be further enhanced by the by strong research and solving the factors effecting it and introducing latest approach and techniques prepared to handle the obstacles encountered during the process. A smoother strategic process process will enable not only better commercial success in the Market but also make the next upcoming  social marketing strategy and research  on the horizon that much better A social marketing program has as its core the wants and needs of its consumers. These are determined through market research methods that aim to learn as much about the target audience and how it thinks, feels and behaves in relation to the issue the program is addressing. These methods include quantitative research, such as a knowledge, attitude and behavior (KAB) survey, which reveals how many people think or do something. Qualitative research, on the other hand, provides insight into why people think or do what they do, through techniques such as focus groups and individual interviews.

There are many things that social marketing can do for business. Developing a strategy for using it means that the firms need to think about what they want to accomplish this year and determine how social media fits into the plan. One of the benefits of a social marketing strategy is the fact that the available tools can customized for their particular needs. The firms can choose to concentrate their efforts on the sites that seem to offer the best return on investment, while taking a "wait and see" stand on the other

#### Explanation and Discussion

In the needs standard, consumers evaluate whether a consumption experience gave them what they need. Of course, need can be defined in different ways, with Maslow's hierarchy of needs being just one typology for needs. The standard of excellence refers to technical perfection, that is, some objective, widely recognized criteria. The standard of regret refers basically to the "what might have been" scenario for a consumer. This commonly occurs when a consumer realizes that what she/he got in one encounter could well have been improved if she/he had chosen a different provider. Finally, the nothing standard denotes the situation where consumers form a dissatisfaction feeling without cognition.

The factors clearly explain the different view of different authors in total there are about 30 references and more than 30 authors talking about different factors affecting customer satisfaction. I can clearly explain what each author has spoke about in both exploratory and evaluator research method under each factors that is both the goal which being the Customer Satisfaction and the independents factors which are ,Customer service, Technology, Price tolerance and Quality.

If we are looking to boost customer satisfaction which is the mail goal and the dependent factor one of the most promising places to start of in the social Market is the Customer Service , but unfortunately it's also a place where long-term goals tend to buckle under short term financial pressures and many companies try to meet Wall Street's immediate demands by cutting costs through automotive and outsourcing despite a growing body of research conclusively showing that customers are fed up with lousy service and that increased satisfaction has a positive impact on consumer spending, cash flow and business performances. There by in my discussion I can clearly

### 5 CONCLUSION

Market Analysis Market Segmentation Product Strategy and Promotion, is the factor affecting the Social Marketing which are the problems and challenges in my research paper. We cannot proceed without these independent facts without giving a clear approach on how and why they affect Social Marketing. There is no escaping social media these days, either for individuals or for businesses. Today, it is impossible to separate social media from the online world.

The social marketing conversation is no longer considered an issue it is taking place in homes, small businesses and corporate boardrooms, and extending its reach into the nonprofit, education and health sectors. From feeling excitement, novelty, bewilderment, and overwhelmed, a growing number of people now speak of social media as simply another channel or tactic. Blogging can have a very positive effect on your Company's branding & growth. As per the Hub spot report, Customers with blogs gathered 68% more leads than customers without blogs. It is imperative to understand that today, social media have exponential potential. They are part of an ever-growing online network of people who discuss, comment, participate, share and create.

Whether you are an individual, a startup, small business or a large corporation, an online presence and an ongoing conversation with your constituents is a baseline requirement and will take time and expertise. Companies are diverting resources and rethinking their traditional outreach strategies. And as the social media wave dissipates into the vast ocean of connected experiences, the term itself will become an entry in dictionaries and encyclopedias and we will embark on a new era of knowledge, accessibility and experiences unbound by distance, time or physical walls. It is high time that every business adopts social marketing and make use of it in an appropriate way and try to make positive use of it and takes it seriously then I am sure we can deal with any problem and challenges we face in Social Marketing

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