

Project Title

THE POSITIVE IMPACT OF ONLINE PRODUCT & SERVICE PROMOTIONS ON CUSTOMER SATISFACTION

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Contents

Introduction:

Research Problem:

Short Introduction to the Problem:

Research Significance:

References:

Introduction

Online product and service promotion is an aspect of e-commerce and includes marketing that is performed online (Jiradilok *et al.* 2014). ‘Customer satisfaction’ comprises of a range of definitions, but in this report, the phrase will be used to refer to the context wherein organizations make use of the Internet to keep customers aware of new products or services. The purpose of this report is to study the positive impact of online product and service marketing over current and potential

customers, as well as their overall satisfaction with regards to being kept informed and aware through social media, web advertisements, e-mails, etc. A survey consisting of 30 online customers from a variety of backgrounds was conducted to determine their experience with online product and service promotion. The structure of this paper is as follows; the first section portrays a dissection of how online promotions provide an easy line of communication, a method of monitoring customer satisfaction and can also be a means of stimulating customer purchases. The second section presents the practice of a questionnaire that aims to record feedback, complaints, and suggestions from online consumers. The third section shows the data collected from the questionnaire and proceeds to analyze it, furthermore giving detailed accounts of the issues presently plaguing the online promotion industry. The fourth section concludes and summarizes the research steps are taken throughout this report, as well as the findings made, and it will present

the research limitations in the report. The fifth and final section will display the recommended further studies to be made to make online promotions efficient and effective in reaching the demands and wants of consumers.

Research Problem:

Main Factors Affecting Customer Satisfaction

There is more than just one factor affecting customer satisfaction in the online marketing industry. A few of these factors will be elaborated in the coming paragraph

Ease of Communication

Online product promotion provides many benefits for the parties employing its services and consequently the consumers on the receiving end of it. Depending on the product or service, advertisements could be aiming to segment consumers geographically, demographically, psychographically, behaviorally, or otherwise. Therefore, owning a website, along with a variety of social media accounts, has become an indispensable asset to any organization that deems itself successful in pulling in potential consumers. Having unlimited access to information on a variety of products and services, consumers can make satisfactory purchasing choices. According to Paquette (2013), “Social [is now] a place where consumers can learn more about their favorite companies and the products they sell”. Without online promotions, communication between sellers and buyers would be difficult to establish and maintain, due to reasons such as lack of consumer input on their preferences, incapability of collecting consumer feedback, inability to keep consumers aware of special offers or new products and services, etc. Consumers spend more time with the Internet than with any other ad-affiliated media. The Internet is described as the only platform where “consumers are one click from a purchase” (Webster 2001, cited in Shimp 2003, pp393)

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Short Introduction to the Problem

In brief, this report aims to investigate how online product and service promotion produces a positive impact on customer satisfaction. It sheds light on the importance of online marketing promotions and how it has a profound global impact on consumers worldwide. It also focuses on how online promotion helps organizations in a manner that enables them to display their products and services to online consumer circles and keep them updated on new products and services. Another part of this report shows how online promotion provides a means to build a relationship with customers via two-way communication. The report concludes that customer satisfaction does indeed rely on several parts of the online marketing community and that it has proven itself as a vital component to every organization thus far in keeping consumers satisfied. To increase purchase intention and customer satisfaction it is recommended to adapt diversity and range to future promotions and advertisements, conduct online service, collect customer feedback as well as extend the time period for offers and discounts.

Research Significance:

Growing importance of online promotions: With the increasing prevalence of e-commerce and digital platforms, online promotions have become a crucial aspect of marketing strategies for businesses across various industries. Understanding the positive impact of these promotions on customer satisfaction is essential for organizations seeking to optimize their online marketing efforts

Customer satisfaction as a business priority:

Customer satisfaction plays a vital role in the success and sustainability of businesses.

Satisfied customers are more likely to make repeat purchases, provide positive reviews, and become brand advocates. By examining the relationship between online promotions and customer satisfaction, this research can provide insights into effective marketing strategies that enhance customer satisfaction levels.

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