

A Study on Analyzing the Opinion and Satisfactory Level of Customers Towards Online Courses with Reference to “Laugh out Loud Ventures Pvt. Ltd.

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Abstract: The biggest management challenge in the new millennium of liberalization and globalization for a business is to serve and maintain good relationship with the king – the customer. In the past producers took their customers for granted, because at that time the customers were not demanding nor had alternative source of supply or suppliers. But today there is a radical transformation. The changing business environment is characterized by economic liberalization, increasing competition, high consumer choice, demanding customer, more emphasis on quality and value of purchase etc. All these changes have made today's producer shift from traditional marketing to modern marketing. Modern marketing calls for more than developing a product, pricing it, promoting it and making it accessible to target customer. It demands building trust, a binding force and value added relationship with the customers. Businesses monitor customer satisfaction in order to determine how to increase their customer base, customer loyalty, revenue, profits, market share and survival. Although greater profit is the primary driver, exemplary businesses focus on the customer and his/her experience with the organization. They work to make their customers happy and see customer satisfaction as the key to survival and profit.

Keywords: Courses, Online.

1. Introduction

A. Research problem identification

In today's intensely competitive, rapidly changing & highly complex business environment characterized by diminishing customer loyalty, the need to be market focused & customer centric is more critical than any other time in past. Firms use technology as a key tool to enhance the information flow within their business units, helping their employees better understand the ever changing and increasing need and wants of their customers. It is certain that the internet will continue to change the ways customers and organizations interact with one another in terms of speed and ease. This fact requires that the integration of internet technology into CRM activities occur at all levels throughout the organization. Thus, it would be wrong to say that keeping its customer satisfied is in the best interests of the organizations. The purpose of this study is to bring insight and

deeper understanding into the objectives, strategies and the expected benefits of customer satisfaction initiatives by the organization.

2. Literature Review

Ogunnaike Olaleke Oluseye (2014) in his article “Customer Relationship Management Approach and Student Satisfaction in Higher Education Marketing” he found that the student's willingness to recommend to others increases when the student lifecycle in the university is well managed. It was also discovered that strong parent relationship management at the University enhances the student's willingness to recommend their Universities to others. He suggested that the recommended that Universities should adopt effective customer relationship management strategies to achieve student satisfaction.

Ankara (2009) in his article “Customer Relationship Management: Implementation Process Perspective” he found that the successful implementation of CRM from process perspective in a trans-national organization with operations in different segments of aid in understanding transition, constraints and the implementation process of CRM in such organizations. He suggested that the Organizations face considerable challenges in implementing large-scale integrated systems such as ERP and CRM. Implementation of a CRM system was identified as a critical need to align with the overall business strategy of selling solutions, instead of products. The implementation was driven by the business users, with IT playing a facilitating role, thereby making sure that users derive maximum value from implementation.

Atul Parvatiyar (2001, 2002) in his article “Customer Relationship Management: Emerging Practice, Process, and Discipline” he found that the CRM process framework is proposed that builds on other relationship development process models. CRM implementation challenges as well as CRM's potential to become a distinct discipline of marketing are also discussed in this paper. He suggested that the CRM should not be misunderstood to simply mean a software solution implementation project. Building relationships with customers

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is a fundamental business of every enterprise, and it requires a holistic strategy and process to make it successful.

3. Data Methodology

Data was collected from primary and secondary sources for the purpose of the study. The information's are collected through structured questionnaire.

A. Data sources

- **Primary data:** Primary data is that data which is collected for the first time. These data are basically observed and collected by the researcher for the first time. I have used primary data for my project work.
- **Secondary data:** Secondary data are those data which are primarily collected by the other person for his own purpose and now we use these for our purpose secondly.

B. Methodology adopted

A research design is simply a plan for study in collecting and analyzing the data. It helps the researcher to conduct the study in an economical method and relevant to the problem. Research methodology is a systematic way to solve a research problem. The methodology should combine economy with efficiency.

C. Sampling design

The project work is a case of the Edu-tech industries representing the great percent of the market share of the Edu-tech. The survey was conducted with 109 customers who had using it from the past as respondents.

- Sampling Units: Customers
- Sample Technique: Random Sampling
- Research Instrument: Standard Structured questionnaire
- Contact Method: Personal Interview, online surveys.

4. Data Analysis

- H0: There is no significant difference between the customer's ages and does customer satisfaction surveys help in understanding a customer's needs.
- H1: There exist a significant difference between the customer's ages and does customer satisfaction surveys help in understanding a customer's needs.

Table 1

What is the age? Does customer satisfaction survey helps in understanding a customer's needs cross tabulation

what is the Age?	Does customer satisfaction surveys help in understanding a customer's needs?			Total
	Maybe	No	Yes	
20-30	39	7	41	87
30-40	1	1	7	9
40-50	0	4	6	10
50 above	0	3	0	3
Total	40	15	54	109

Table 2
Chi squares test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.528 ^a	6	.000
Likelihood Ratio	30.230	6	.000
N of Valid Cases	109		

a. 9 cells (75.0%) have expected count less than 5. The minimum expected count is .41.

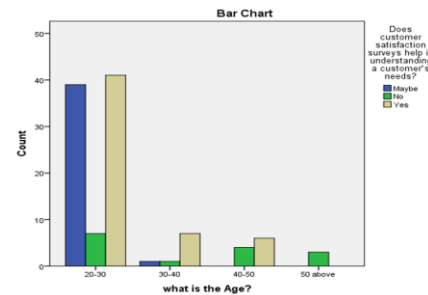


Fig. 1. Bar chart

A. Interpretation

Data was collected from primary and secondary sources for the purpose of the study. The information's are collected through structured questionnaire.

5. Results and Findings of the Study

- Most people in the study are aware of online education but there are certain people who are still unaware of online education.
- Most people think that online education is an effective way of learning and some people prefer offline education.
- Teachers and Educators in India are mainly dependent on a digital platform which is the easiest form of reaching out to the customers or prospects as well.
- Most of the online learning platforms are providing at minimum cost which is driving students from traditional methods of learning to modern.
- Due to different factors, the long-term strategies of EdTech in India have changed and they have advanced their plans and implementation processes as well.
- Most of the organization are fully making use of the digital era with creative interaction with their audience.
- With attractive and gripping web content for websites, they have a high chance of customer engagement and interaction.

6. Conclusion

From this study it can be concluded that the study on analyzing the opinion and satisfactory level of customers towards online courses is satisfactory. Gaining and maintaining consumer preference and consumer satisfaction is a battle that is never really won. Continued and consistent branding initiatives that reinforce the consumer's purchase decision will,

over time, land the product in consumer preference sets. Attaining, sustaining, preference and satisfaction is an important step on the road to gaining brand loyalty. The company is using various CRM practices like customization of the product, maintaining interaction with the customers regularly and providing good quality product etc. Customer relationship management has a certain impact on the profitability of the company. Customer response rate towards marketing activities is also improving. There are various factors affecting the customer relationship management like working environment of the company, support from top management and coordination among the departments of the company. Information technology is not used as much as it should be. The company is using traditional tools of CRM like quantitative research, personal interviews. The company should use modern tools like data mining, contact center, e-CRM and web based

survey tools. So, customer satisfaction and CRM is the ultimate way to keep in touch with customers in the market for long term

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