

A Study of Customer Experience Research

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Abstract:

The research took a convenience sampling method to get responses of 120 clients of Raf Infotech using a structured multiple choice questionnaire. To determine the significant patterns in customer perceptions and preferences, the advanced statistical techniques of analysis were employed, such as Correlation provided by Karl Pearson, the Chi-square test, and One-way ANOVA test on the collected data. The study shows the need to refine the service marketing mix by matching it with the changing customer expectations. The results offer useful insights of how to increase marketing strategies, customer satisfaction and improve customer engagement in the long-term. On the whole, this research methodology proves that quantitative methods can lead to practical organizational performance improvements.

Keywords: Convenience sampling, Multiple-choice questionnaire, Statistical analysis, Karl Pearson Correlation, Chi-square test, One-way ANOVA, Customer perceptions, Service marketing mix, Raf Infotech.

1. Introduction

The services can include financial services provided by banks, technological services offered by IT companies, hospitality services provided by hotels and restaurants, or even a blog where a writer can provide his viewers with knowledge and entertaining information. In the marketing of services, marketing operates under the 7 Ps of marketing namely Product, Price, Place, Promotion, People, Process and Physical Evidence.

It has also been found out that improvements of a process result in increased uniformity and, therefore, improved quality of services. One of the differentiators of services management and their sustainability in the long term is the perception of quality. Business process remodelling can also lead to drastic improvements in process efficiency, which once more can influence the overall quality of the work that the company actually performs and how it is perceived by its clients.(1)

2. Literature survey

The business environment has experienced a lot of changes since the first introduction of the term marketing mix in a speech delivered by Neil Borden in 1953 at the American Marketing Association, and the 4 Ps marketing mix, a combination of all the elements (which a manager can use to meet market demands) that were defined by Jerome McCarthy in 1964.

A clue to the difference between the conservatives and revisionists the current research proposes is the understanding of the origins of the conventional marketing mix. In the McCarthy view, the marketing mix comprises of product, price, venue and promotion. All these Ps contain additional sub-mixes within each of the twelve managerial policies that Borden (1964) listed.(2)

Ever since the marketing concept was introduced in 1970s with the marketing mix concept, the concept of the marketing mix has been discussed since the 1980s with the beginning of Total Quality Management and relationship marketing in 1990s and 1999 respectively and the recent adjustment to the digital environment.

3. Objective and delimitation of research

To give a visual representation of the current situation in the debate on the feasibility of applying the traditional marketing mix to digital settings, this study presents a summary and categorization of the literature. The aim of the article is not to answer this topic, but highlight some relevant points that must be considered in the argument.

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The main disadvantage of this method is that it does not take into account the field experience, instead relying on the analysis of only academic positions presented in research papers and academic text books. The paper stresses that further research on the issue is required.

4. Research methodology

An effective study design is critical to the achievement of any official marketing research program. A good research design must include problem description, some methods of data collection and analysis, time required to complete the research project and a rough estimate of the cost of doing the research. A study design is meant to ensure that the required data is collected in a proper and economical manner.(3)

To put it simply, the plan or structure of data analysis is a study design. It works as a guide to how to complete a subject. It resembles the plan (map) that an architect can use to construct a household. It may be relevant to mention that a research design is simply the design that ensures that the research will be relevant to the problem and will employ cost-effective procedures.

E-ATM:

ATMs are quite an old technology that has changed with time. There is no doubt that a significant volume of theoretical and empirical research has been carried out worldwide.

Stuart E. Weiner (1999) says that the number of ATM transactions has increased over the last decade by more than four times and is projected to reach 11 billion. There has also been a threefold increase in ATM terminals in the United States. This goes to show that ATM cards have become one of the best non-cash methods in the US and that their popularity is exponentially increasing around the world.

In another article, James J. McAndrew (2003) explained the numerous ways in which ATMs could be utilized, thus making them popular. These services include provision of cash withdrawals at the convenience of the clients and not necessarily during the banking hours of the branch. Besides providing off time and offshore services; the maintenance cost is also reduced.

Shastri (2001) reviewed the impact of new technology on banks and the challenges the banks had encountered. He found out that technology has brought drastic changes on how banks conduct themselves and that the usage of ATMs by people has increased over time.(4)

Concerning the customer's analysis:

Customer satisfaction is defined as the evaluation of the product or service by a customer depending on whether the product or service has met his expectations and needs.

1. Customers are constantly increasing in their expectations. There is no longer brand loyalty.
2. Customers want the products and services that will best satisfy them.
3. It is not enough that the product satisfies the expectations of the consumer like the demeanour or attitude of the person.
4. Customer satisfaction comes as a result of a combination of technology factors and human behaviour.

The following is a representation of customer satisfaction:

The performance characteristics are concerned with the questions of variability and standard compliance.

Aspects of behavior address the following aspects of services:

The contact staff's politeness and respect.

1. Full Resolution: Listening to the clients.
2. Talking to the customers in their mother tongue.
3. Credibility: To accept accountability to take care of the complaints.
4. When the customer experience matches their expectations, the result is customer satisfaction;
- 5.) customer dissatisfaction occurs when they do not live up to their expectations.
6. On the same note, the delight of the customers will be achieved when it exceeds expectations.

5. Findings

- Most of the respondents are UG.
- Majority of the respondents are falling in the age bracket of 31 -40 years of age.
- Most of the respondents are married.
- Majority of the respondents are male.
- The largest number of the respondents have the monthly income of 25,001 -50,000.

- Most of the respondents respond that they have bought the software at Raf Infotech.
- Most of the respondents strongly state that the marketing mix is a key tool in developing an effective marketing strategy and applying the tactics to an software company.
- Most of the respondents talk about the Price of Raf Infotech positively.

6. Conclusion

The current environment requires that a software company focuses on all the aspects of the service marketing mix. Identifying the service gaps in each of the eight Ps of service marketing is one aspect of the plan by Raf Infotech to improve its overall service to its customers who are buying software through them.

This study aims at assessing the effectiveness of the 8 Ps of service marketing of Raf Infotech as a whole. The replies of the clients have been collected and analyzed towards this end. Since the findings of the research gave some meaningful suggestions as per the findings, the management of Raf Infotech has been advised accordingly to improve the total service marketing mix of the company to its highly respected clientele.

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Conflicts of interest

The authors have no conflicts of interest to declare

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