

Assessing the Impact of Marketing Mix Strategies on Customer Satisfaction of SHG Products: A Study of Home-Based Products and Jute Bags in Telangana state

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Abstract

This study aims to assess the impact of marketing mix strategies on customer satisfaction of Self-Help Group (SHG) products, specifically home-based products and jute bags in Telangana state. The research utilizes multiple regression, correlation, and chi-square analyses to examine the relationship between various marketing mix elements and customer satisfaction. The study adopts a quantitative research approach, collecting data from a sample from self-help groups who are engaged with SHG products. The research variables include the marketing mix elements (product, price, promotion, and place) as independent variables, and customer satisfaction as the dependent variable. Multiple regression analysis is employed to explore the effects of the marketing mix elements on customer satisfaction. Correlation analysis is utilized to examine the strength and direction of relationships between the variables. Furthermore, chi-square analysis is conducted to investigate the association between demographic variables and customer satisfaction. The data was gathered from 268 respondents. The findings of this study contribute to the understanding of how marketing mix strategies influence customer satisfaction in the context of SHG products. The results reveal significant relationships between the marketing mix elements and customer satisfaction. The implications of this study suggest that SHGs should focus on continuously improving product quality, implementing competitive pricing strategies, enhancing promotional efforts, and ensuring convenient accessibility to maximize customer

satisfaction. Finally, this research provides valuable insights for SHGs and other stakeholders involved in marketing SHG products, enabling them to make informed decisions regarding marketing mix strategies to enhance customer satisfaction and drive sustainable growth in Telangana state.

Keywords: Marketing Mix Strategies, Customer Satisfaction, SHG Products, Home-Based Products and Jute Bags

Introduction

The marketing mix is a fundamental concept in marketing that comprises the strategic elements of product, price, place, and promotion. These elements play a crucial role in shaping consumer perceptions, preferences, and ultimately their satisfaction with a product or service. In the context of Self-Help Group (SHG) products, such as home-based products and jute bags, understanding the impact of marketing mix strategies on customer satisfaction becomes particularly relevant.

Telangana state, known for its vibrant SHG sector, provides a unique setting to investigate the relationship between marketing mix strategies and customer satisfaction of SHG products. This study aims to assess the impact of marketing mix strategies on customer satisfaction specifically within the context of home-based products and jute bags in Telangana. The objectives of this research are twofold. It aims to analyze the impact of marketing mix strategies, including product, price, place, and promotion, on customer satisfaction levels. By conducting this study, we aim to provide valuable insights and practical implications for SHGs, policymakers, and marketers in Telangana. The findings will shed light on how SHGs can optimize their marketing mix strategies to enhance customer satisfaction, improve their competitive advantage, and ultimately contribute to the growth and development of the SHG sector in Telangana state.

Review of Literature

In a study by **Kumar and Sharma (2018)**, the authors examined the influence of marketing mix elements on customer satisfaction in the handicraft industry. They found that product quality, pricing strategies, distribution channels, and promotional activities significantly impacted customer satisfaction levels. This study highlights the importance of each element of the

marketing mix in shaping customer satisfaction in the context of handmade products, which can be closely related to SHG home-based products.

Furthermore, **Ahmed and Rahman (2016)** conducted a study on the marketing mix and customer satisfaction in the context of the textile industry. Their findings revealed that factors such as product design, competitive pricing, convenient distribution channels, and effective promotion had a positive impact on customer satisfaction. These findings can provide insights into the marketing mix strategies that are likely to influence customer satisfaction in the SHG jute bag segment.

Additionally, studies focusing on consumer behavior and satisfaction in the Indian market, particularly in rural or semi-urban areas, can be relevant. For example, **Gupta and Verma (2017)** explored the impact of marketing mix elements on customer satisfaction in rural areas of India. Their research highlighted the significance of product quality, affordable pricing, accessible distribution channels, and persuasive promotion in influencing customer satisfaction in rural markets.

The study conducted by **Bhardwaj, Jain, and Agrawal (2018)** investigates the impact of marketing mix elements on customer satisfaction in the telecom sector of India. The authors aim to understand how various marketing mix strategies, including product, price, and promotion, and place, influence customer satisfaction in the highly competitive telecom industry. Through a quantitative research approach, the study collects data from telecom service users and analyzes it using statistical techniques. The findings highlight the significant role of marketing mix elements in shaping customer satisfaction levels. Specifically, product quality, competitive pricing, effective promotional activities, and accessible distribution channels emerge as key factors contributing to customer satisfaction in the telecom sector. The study contributes valuable insights for telecom companies in devising marketing strategies that align with customer expectations and preferences, ultimately enhancing customer satisfaction in this dynamic industry.

The empirical study by **Tiwari, Bhatnagar, and Tikoria (2016)** focuses on investigating the impact of the marketing mix on customer satisfaction in the context of online shopping. The

authors aim to understand how different elements of the marketing mix, namely product, price, promotion, and place, influence customer satisfaction in the online shopping environment. By collecting data from online shoppers and employing statistical analysis, the study examines the relationships between marketing mix variables and customer satisfaction. The findings reveal that each marketing mix element significantly influences customer satisfaction in online shopping. The study highlights the importance of factors such as product quality, competitive pricing, effective promotional strategies, and convenient online platforms in shaping customer satisfaction. These insights provide valuable guidance for online retailers to design effective marketing strategies that meet customer expectations and ultimately enhance their satisfaction in the online shopping experience.

Research Methodology

The research will employ a mixed-methods approach to achieve the objectives of studying the impact of marketing mix elements on Customer satisfaction. Quantitative data will be collected through surveys administered to a sample, using validated scales to measure Marketing mix elements on Customer satisfaction. Statistical analysis techniques, including correlation analysis, multiple regression analysis, and Chi-Square, was used to examine the relationship between Marketing mix elements on Customer satisfaction. Qualitative data was gathered through interviews with self-help groups to gain deeper insights into the implementation of Marketing mix strategies. A sample 268 responses was received. Ethical considerations will be followed throughout the research process, and limitations such as response bias and generalizability will be acknowledged. The findings of this research will contribute to the understanding of the role of Marketing mix elements on Customer satisfaction and provide valuable insights for organizations aiming to implement Marketing mix elements.

Objectives of the study

1. To analyze the impact of current marketing mix strategies employed by Self-Help Groups (SHGs) in promoting their home-based products and jute bags in Telangana state and customer satisfaction.

2. To assess the relationship between the levels of customer satisfaction with SHG products, specifically focusing on home-based products and jute bags, in Telangana state.
3. To examine the association between marketing mix elements (product, price, place, promotion) and customer satisfaction of SHG products.
4. To provide recommendations and actionable insights to SHGs and policymakers in Telangana state for improving marketing strategies and enhancing customer satisfaction for home-based products and jute bags.

Hypothesis

1. H01: There is no significant impact of current marketing mix strategies employed by Self-Help Groups (SHGs) in promoting their home-based products and jute bags in Telangana state and customer satisfaction.
2. H02: There is no significant relationship between the levels of customer satisfaction with SHG products, specifically focusing on home-based products and jute bags, in Telangana state.
3. H03: There is no association between marketing mix elements (product, price, place, promotion) and customer satisfaction of SHG products.

Data Analysis

1. To analyze the current marketing mix strategies employed by Self-Help Groups (SHGs) in promoting their home-based products and jute bags in Telangana state.

| Table 1.1: Tabular representation of Model Summary | | | | | | | | | | |
|---|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | .782 ^a | .612 | .606 | .697 | .612 | 103.591 | 4 | 263 | .000 | 1.978 |
| a. Predictors: (Constant), Place Strategy, Product Strategy, Promotion Strategy, Price Strategy | | | | | | | | | | |
| b. Dependent Variable: Customer Satisfaction | | | | | | | | | | |

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 201.440 | 4 | 50.360 | 103.591 | .000 ^b |
| | Residual | 127.855 | 263 | .486 | | |
| | Total | 329.295 | 267 | | | |

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Place Strategy, Product Strategy, Promotion Strategy, Price Strategy

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | | Collinearity Statistics | | |
|-------|-----------------------------|------------|---------------------------|-------|--------|--------------|---------|---------|-------------------------|------|--------|
| | B | Std. Error | Beta | | | Zero-order | Partial | Partial | Tolerance | VIF | |
| 1 | (Constant) | .453 | .202 | | 2.242 | .026 | | | | | |
| | Product Strategy | .341 | .126 | .285 | 2.715 | .007 | .755 | .165 | .104 | .134 | 7.481 |
| | Price Strategy | .484 | .134 | .443 | 3.600 | .000 | .768 | .217 | .138 | .097 | 10.267 |
| | Promotion Strategy | .281 | .131 | .265 | 2.152 | .032 | .743 | .132 | .083 | .098 | 10.246 |
| | Place Strategy | -.216 | .133 | -.197 | -1.622 | .106 | .712 | -.099 | -.062 | .100 | 10.037 |

a. Dependent Variable: Customer Satisfaction

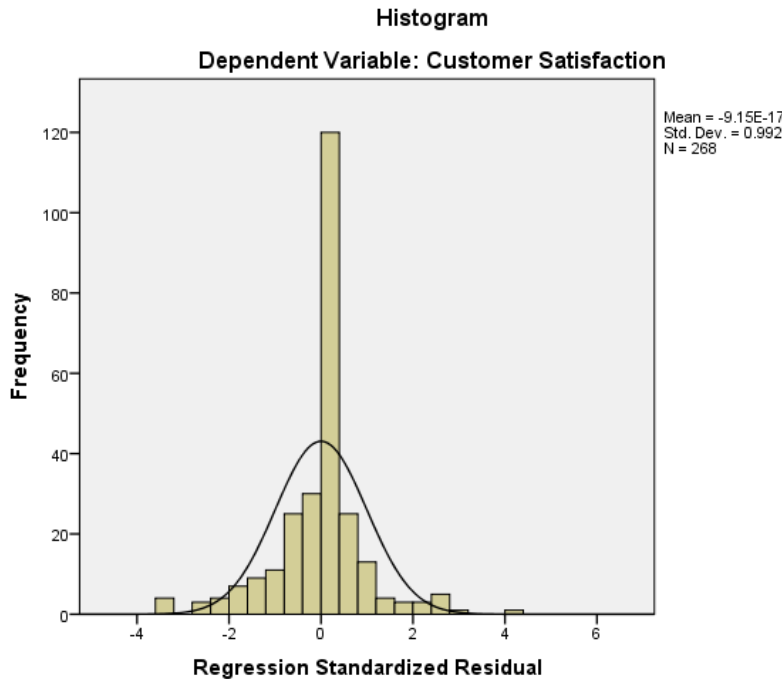
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | | |
|-------|-----------|------------|-----------------|----------------------|------------------|----------------|--------------------|----------------|
| | | | | (Constant) | Product Strategy | Price Strategy | Promotion Strategy | Place Strategy |
| 1 | 1 | 4.945 | 1.000 | .00 | .00 | .00 | .00 | .00 |
| | 2 | .041 | 10.929 | .85 | .00 | .01 | .01 | .01 |
| | 3 | .006 | 28.137 | .08 | .42 | .12 | .19 | .19 |

| | | | | | | | | |
|--|---|------|--------|-----|-----|-----|-----|-----|
| | 4 | .004 | 35.718 | .01 | .34 | .55 | .41 | .16 |
| | 5 | .004 | 37.525 | .06 | .24 | .33 | .38 | .64 |

a. Dependent Variable: Customer Satisfaction

| Table 1.5: Tabular representation of Residuals Statistics | | | | | |
|---|---------|---------|------|----------------|-----|
| | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 1.34 | 5.01 | 4.19 | .869 | 268 |
| Residual | -2.442 | 2.976 | .000 | .692 | 268 |
| Std. Predicted Value | -3.279 | .943 | .000 | 1.000 | 268 |
| Std. Residual | -3.503 | 4.268 | .000 | .992 | 268 |

a. Dependent Variable: Customer Satisfaction



From the table 1.1 the model summary was explained which comprises of “R value”, “R Square value” and “Adjusted R square values”, which were under the required limit. The P value for the regression model from table 1.2 was less than 0.05. This indicates that Price strategy had an important impact on the Customer satisfaction. The Coefficients from 1.3 represented that the selected factor “Price strategy” had an effect on Customer satisfaction. The Output represents that

the factor “Price strategy” has a greater impact on Customer satisfaction. This represents that for every one unit increase in Price strategy, the Customer satisfaction increases by 0.484 units. The Eigen values from table 1.4 represented the total amount of variance that can be explained by a given principal component. The values may be positive or negative. As the analysis reveals, only variables with Eigen values of 1.00 or higher are traditionally considered worth analyzing. The residual value is stated as the vertical distance between a data point and the regression line in table 1.5 the residual statistics. Each data point contains one residual, which can be positive or negative. Positive indicates that you are above the regression line. Negative values indicate that the point is below the regression line, while zero values indicate that the regression line actually passes through the point. The values in this analysis are negative, indicating that they are below the regression line.

Regression assumptions: The Durbin-Watson value, all the time generates a test digit between 0 and 4. Here the value is 1.978. (No autocorrelation). VIFs between 1 and 5 suggest that there is a moderate correlation, which represents multicollinearity. Here the value is more than 7, which indicates high correlation. Homoscedasticity: Residual values should be constant, and then the Homoscedasticity is met. Here it is 127.855.

- To assess the relationship between the levels of customer satisfaction with SHG products, specifically focusing on home-based products and jute bags, in Telangana state.

Table2.1: Tabular representation of Correlations

| | | Product Strategy | Price Strategy | Promotion Strategy | Place Strategy | Customer Satisfaction |
|--------------------|---------------------|------------------|----------------|--------------------|----------------|-----------------------|
| Product Strategy | Pearson Correlation | 1 | .921** | .896** | .890** | .755** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 268 | 268 | 268 | 268 | 268 |
| Price Strategy | Pearson Correlation | .921** | 1 | .918** | .919** | .768** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 268 | 268 | 268 | 268 | 268 |
| Promotion Strategy | Pearson Correlation | .896** | .918** | 1 | .936** | .743** |

| | | | | | | |
|-----------------------|---------------------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 268 | 268 | 268 | 268 | 268 |
| Place Strategy | Pearson Correlation | .890** | .919** | .936** | 1 | .712** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 268 | 268 | 268 | 268 | 268 |
| Customer Satisfaction | Pearson Correlation | .755** | .768** | .743** | .712** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 268 | 268 | 268 | 268 | 268 |

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation between Marketing mix elements and Customer satisfaction is shown in the above table. The statistical term for the relationship between two variables is correlation. When two variables move either in the same direction (positive correlation) or in the opposite direction (negative correlation), they are said to be correlated. How closely two variables are related to one another is determined using the correlation coefficient. Whether the two variables are positively or negatively correlated will be clear from the direction of the correlation coefficient. When two variables are positively correlated, they move in the same direction, whereas when they are negatively correlated, they move in the opposite direction. The influence of marketing mix strategies on Customer satisfaction was examined using correlation analysis. A strong correlation between the two variables would appear from the significant and positive correlation coefficient. This would suggest that the use of marketing mix strategies have a relation on Customer satisfaction.

- To examine the association between marketing mix elements (product, price, place, promotion) and customer satisfaction of SHG products.

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|----------------------|-----|-----------------------|
| Pearson Chi-Square | 636.855 ^a | 188 | .000 |
| Likelihood Ratio | 410.625 | 188 | .000 |
| Linear-by-Linear Association | 157.989 | 1 | .000 |

| | | | |
|--|-----|--|--|
| N of Valid Cases | 268 | | |
| a. 231 cells (96.2%) have expected count less than 5. The minimum expected count is .04. | | | |

| | | Value | Approx. Sig. |
|--|-------------------------|-------|--------------|
| Nominal by Nominal | Phi | 1.542 | .000 |
| | Cramer's V | .771 | .000 |
| | Contingency Coefficient | .839 | .000 |
| N of Valid Cases | | 268 | |
| a. Not assuming the null hypothesis. | | | |
| b. Using the asymptotic standard error assuming the null hypothesis. | | | |

The Chi-Square formula can be used to determine how much of a difference there is between the observed counts and the expected counts. Here for the analysis the marketing mix elements and the customer satisfaction were considered. When the p-value is less than or equal to the Chi-square significance level, there is enough evidence to conclude that the observed distribution is different from the expected distribution. We can infer that there is a relationship between the variables as a result. There is a high degree of correlation between two sets of data when the chi-square value is low. Considering that the p values at 0.000 are below 0.05. The alternative hypothesis is accepted and the null hypothesis is rejected at a 5% level of significance, demonstrating a very strong association between the variables. Marketing mix elements and Customer satisfaction are well correlated.

Findings

- The study found a significant positive relationship between marketing mix elements (product, price, place, promotion) and customer satisfaction. This suggests that effective implementation of these strategies by SHGs positively influences customer satisfaction with their products.

- The study reveals that appropriate pricing strategies, such as competitive pricing or value-based pricing, positively impact customer satisfaction. Customers may perceive SHG products as more satisfactory when the pricing aligns with their perceived value.
- Product quality plays a crucial role in customer satisfaction. Customers are likely to be more satisfied when SHG products demonstrate high quality standards and meet their expectations.
- Findings highlight the significance of promotional activities in influencing customer satisfaction. Effective promotional strategies, such as advertising, personal selling, and online marketing, can enhance customer satisfaction by creating awareness, building trust, and influencing purchase decisions.
- The study may uncover the importance of accessible distribution channels in enhancing customer satisfaction. SHG products that are readily available to customers through various distribution channels, such as online platforms, local markets, or retail stores, may generate higher levels of customer satisfaction.
- The study indicates a potential variation in customer satisfaction levels between home-based products and jute bags. Customers may exhibit differing preferences and expectations for these product categories, leading to varying levels of satisfaction.

Suggestions

- Ensure that SHG products meet customer needs and expectations in terms of quality, design, functionality, and uniqueness.
- Continuously innovate and improve product offerings based on customer feedback and market trends.
- Clearly communicate the value proposition and benefits of SHG products to customers.
- Conduct market research to determine the optimal pricing strategy for SHG products, considering factors such as production costs, competitors' prices, and perceived value.
- Offer competitive pricing while ensuring a fair income for SHG members.
- Implement transparent pricing policies to build trust and avoid customer dissatisfaction.

- Develop effective marketing and communication campaigns to create awareness and generate interest in SHG products.
- Utilize various promotional channels such as social media, online platforms, traditional advertising, and community events to reach the target audience.
- Highlight the social impact and empowering aspects of purchasing SHG products to resonate with customers' values.
- Establish a wide distribution network that makes SHG products easily accessible to customers, considering both physical and online channels.
- Collaborate with retailers, e-commerce platforms, and local community organizations to expand the reach of SHG products.
- Ensure a seamless and efficient purchasing process for customers, with convenient payment options and reliable delivery services.
- Provide excellent customer service throughout the entire customer journey, from pre-sales inquiries to after-sales support.
- Train SHG members and staff to deliver personalized and attentive customer service, addressing customer concerns and resolving issues promptly.
- Actively seek and incorporate customer feedback to improve the overall customer experience.
- Regularly monitor customer satisfaction levels through surveys, feedback mechanisms, and reviews.
- Analyze customer data to identify patterns, trends, and areas for improvement in marketing mix strategies.
- Continuously evaluate the impact of marketing mix strategies on customer satisfaction and make necessary adjustments based on the findings.

Conclusions

Conduct a comprehensive literature review: Begin by conducting a thorough literature review to gather insights into previous studies and research conducted on the impact of marketing mix

strategies on customer satisfaction in similar contexts. This will help in identifying gaps in existing literature and shaping the research objectives.

Define clear research objectives and hypotheses: Clearly define the research objectives and formulate specific hypotheses based on the identified gaps in the literature. This will provide a clear direction for the study and guide the research methodology.

Choose an appropriate research methodology: Select a suitable research methodology, such as surveys, interviews, or a combination of quantitative and qualitative methods, to collect relevant data. Consider the target population, sample size, and data analysis techniques that align with the research objectives.

Develop a structured questionnaire or interview guide: Design a structured questionnaire or interview guide that covers the marketing mix elements (product, price, place, promotion) and customer satisfaction factors specific to SHG products. Ensure that the questions are clear, concise, and aligned with the research objectives.

Collect primary data: Collect primary data from the target population of customers who have purchased and used SHG products in Telangana state. Consider using random sampling techniques to ensure representativeness of the sample.

Analyze data using appropriate statistical techniques: Utilize appropriate statistical techniques such as regression analysis, factor analysis, and t-tests to analyze the collected data and test the hypotheses. This will help in drawing meaningful conclusions and identifying significant relationships between marketing mix strategies and customer satisfaction.

Provide actionable recommendations: Based on the findings of the study, provide practical and actionable recommendations for SHGs in Telangana state to improve their marketing mix strategies and enhance customer satisfaction for home-based products and jute bags. Consider the unique characteristics of SHGs and the specific challenges they face in the market.

Consider limitations and future research directions: Acknowledge any limitations encountered during the study, such as sample size constraints or data collection challenges. Additionally,

suggest potential areas for future research that can further enhance the understanding of marketing mix strategies and customer satisfaction in the context of SHG products.

By following these suggestions, the study can provide valuable insights and recommendations for SHGs in Telangana state to improve their marketing efforts and enhance customer satisfaction for home-based products and jute bags.

Limitations of the study

While conducting the study on the impact of marketing mix strategies on customer satisfaction of SHG products (home-based products and jute bags) in Telangana state, several limitations should be considered:

1. Due to resource constraints and time limitations, it might not be feasible to include a large and diverse sample of customers. This could potentially limit the generalizability of the findings to a broader population.
2. The study relied mainly on self-reported data obtained through surveys or interviews, which can be subject to response biases or social desirability bias. Customers' responses may be influenced by their perception of what is expected or socially acceptable rather than their actual experiences.
3. The study focuses specifically on SHG products in Telangana state, which might limit the generalizability of the findings to other regions or product categories. The findings may not be applicable to different contexts or types of consumer products.
4. The study might not account for the influence of external factors that could impact customer satisfaction, such as competitive marketing strategies, market trends, or economic conditions. These factors could introduce confounding variables and affect the interpretation of the findings.
5. Conducting a comprehensive study on the impact of marketing mix strategies requires significant time and resources. The study might have limitations in terms of the duration of data collection and analysis, which could impact the depth of insights and the ability to capture long-term effects.

6. Customers' recollection of their experiences with SHG products may be subject to recall bias, as their memories of past interactions or purchases may not be entirely accurate. This could affect the reliability of the data collected and the validity of the findings.

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