



A study on the analysis of authenticity of customer satisfaction review in web portals

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Abstract

Online surveys are usually created as Web forms with a database to store the answers and statistical software to provide analytics. Companies often use online surveys to gain deeper understanding of their customer's taste and opinions. Like traditional surveys they can be used in two basic ways: to provide more data on customers, including everything from basic demographic information (age, education level, and so on) to social data (causes, clubs, or activities the customer supports) to create a survey about a specific product or service or brand in order to find out how customers are reacting to it. In contrast to traditional surveys, online surveys offer companies a way to sample a broader audience at lower cost. The present study is aimed at analyzing the Authenticity of Customer Satisfaction review in Web Portals.

Keywords: online surveys, web forms, demographic information's, customer satisfaction and authenticity

Introduction

The actual definition of customer satisfaction is quite broad: It's a measurement we use to quantify the degree to which a customer is satisfied with a product, service, or experience. In practice, this could be executed using many different survey design tactics, such as differing questions, survey response scales, and collection methods. Sometimes, we collect these measures right after a transaction, or sometimes at a fixed date in the customer relationship. Sometimes we use a five-point Likert scale, and sometimes we use a Net Promoter Score (NPS) survey. The point of all this is to measure how a customer feels about a brand interaction ([https:// www .techopedia.com/definition/27866/online-survey](https://www.techopedia.com/definition/27866/online-survey)).

The need of customer satisfaction

If we don't measure customer satisfaction, we can't identify unhappy customers. If we don't know who is unhappy, we don't know who will churn. If people churn faster than we can acquire new customers, our business will fail. "Measurement is the first step that leads to control and eventually to improvement. If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it." -H. James Harrington. Thus without contact or feedback from the customer, we isolate ourselves in a sort of bubble ([http:// abd .teikav.edu.gr/new_articles/012-measuring.pdf](http://abd.teikav.edu.gr/new_articles/012-measuring.pdf)). The truth is, however, that even the best, most innovative, top-performing businesses all have faults and opportunity areas. These companies are elite because they measure things like customer satisfaction and act upon the data. If we are open to the idea that we could improve, it's worth spending the little bit of time it takes to set up measurement solutions and to collect the data. That's the general truth about measuring and data.

Retention of Customer

Customer retention is arguably the most important factor in

long-term business growth. We can acquire customers as rapidly as we like, but if they aren't sticking around, we don't have a sustainable business ([https://mark etingland .com/survey-customers-more-frustrated-by-how-long-it-takes-to-resolve-a-customer-service-issue-than-the-resolution-38756](https://marketingland.com/survey-customers-more-frustrated-by-how-long-it-takes-to-resolve-a-customer-service-issue-than-the-resolution-38756)).

Materials and Methodology

Every method of collecting data on customer satisfaction comes down to a customer survey. With digital analytics, we can determine if users are researching a goal, how they are interacting with a feature, or even their relative struggle completing a given task. However we can't gauge their emotional response to any of that (<https://channelsignal.com/blog/four-ways-measure-customer-satisfaction-online/>). That's the secret. Measuring customer satisfaction gives us a peek at our customers' emotional responses. There are three different ways of measuring customer satisfaction

1. Surveys

This tried and true method of measuring a customer's level of satisfaction has made the shift online via hundreds of survey apps that are available. We can prompt a survey during a website visit, after a sale or a customer service call.

2. Loyalty

All customers make multiple purchase in a reasonable period and it's easy to surmise that they are satisfied.

3. Reviews

Monitoring online reviews across ecommerce e trailers.

Online surveys has been a faster way of collecting data from the respondents.

The advantage of online survey

1. **Ease of data gathering:** Internet is a vast virtual world that connects all kinds of people from around the globe. For this reason, a survey that requires hundreds or more respondents can be conducted faster via the internet. The survey questionnaire can be rapidly deployed and be completed by the respondents especially if there is an incentive that is given after their participation.
2. **Minimal cost:** Traditional survey methods often requires funds to achieve the optimal results. On the other hand studies shows that conducting an internet survey facilitates low cost and fast data collection from the targeted population. Sending email questionnaires and other online questionnaires are more affordable than the face to face method.
3. **Automation in data input handling:** with online surveys the respondents are able to answer the questionnaire by means of inputting their answers while connected to the internets. Then the responses are automatically stored in a

survey database providing hassle free handling of data and a smaller possibility of data errors.

4. **Increase in response rates:** online survey provides the highest level of convenience for respondents because they can answer the questionnaire according to their own pace, chosen time and preferences.
5. **Flexibility of design:** complex types of surveys can be easily conducted through the internet. The questionnaire may include more than one type of response format in such a way that the respondents would not get discouraged from the changes in the manner they answer the question (<https://explorable.com/online-surveys>).

Results and Discussion

Decision influencing factor

According to the survey conducted by Dimensional Research details, an overwhelming 90 percent of respondents who recalled reading online reviews claimed that positive online reviews influenced buying decisions (Figure 1).

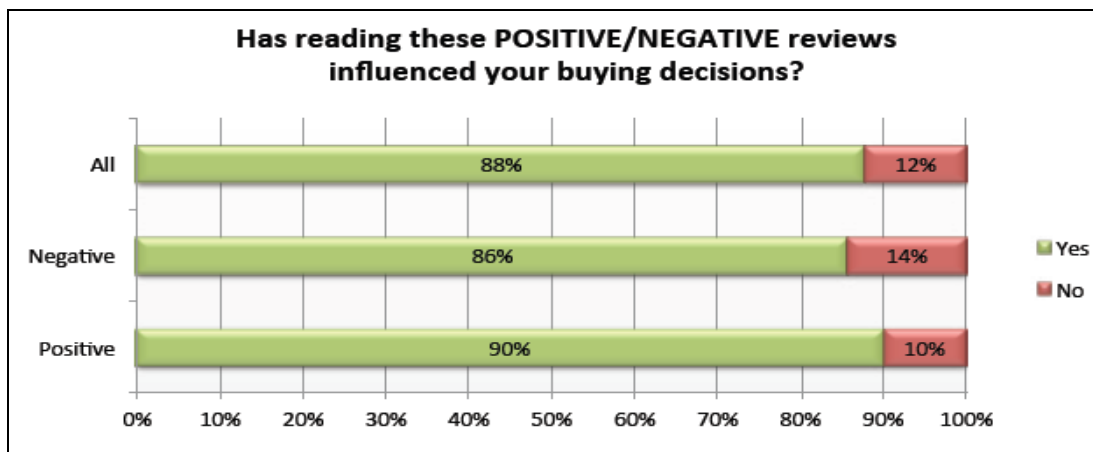


Fig 1: Decision Influencing Factor

Now the point which needs to be highlighted is that, whether the positive ratings are genuine.

Case Study 1

There is an educational institution in Chennai having five branches with total student strength of ten thousand; teachers approximately five hundred in numbers and office staff around one hundred numbers (<https://www.google.co.in/search?chettinad+vidyashram&oq=chettinad>). The Google always shows the school rated high in the last ten years even amidst the other schools which are giving high results both in academics and discipline. How this institution can maintain the same star grade? Google does not have any control over the people login to rate the stars mentioned in the web portal. Even a parent or a student who is not a part of the institution can give the best ratings in the site resulting in showing higher stars in performance (<https://www.google.co.in/search?national+public+school+chennai+montessori+admission&oq=n>

ational+public+school+chennai).

Example

A genuine web portal complaint can be posted in the site and it would have been done by the genuine parent or a student. If one complaint or more genuine complaints are posted automatically the rate will come down. To counter the negative postings the institution can and may post positive comment and maintain the ratings high as there is no restriction by the Google or by the institution. The opinions which are genuine may lose its value and may not reflect the actual ratings of the institution or a product. A valuable suggestion would be that online portals must contain Aadhar number or some unique number which will enable the authorized person to post the comment with number of restriction, so the ratings are actual and customer satisfactions are authenticated (Figures 2 – 3).

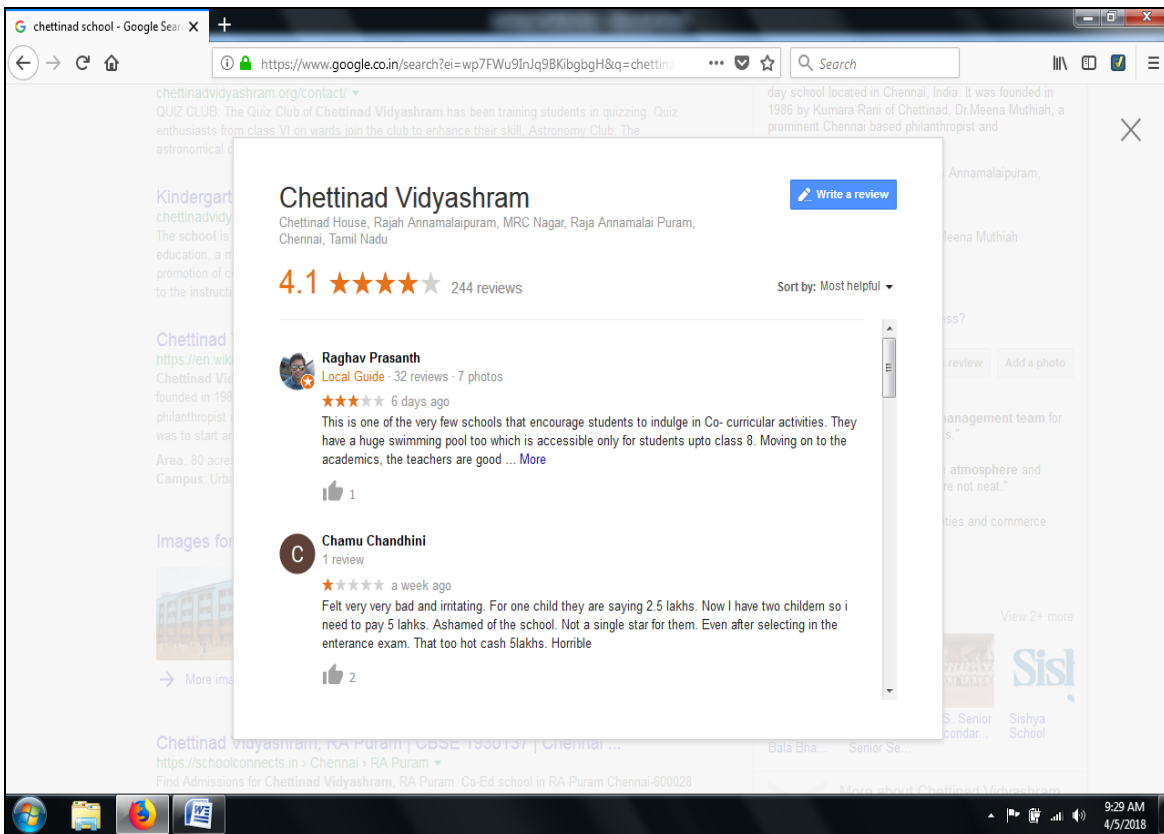
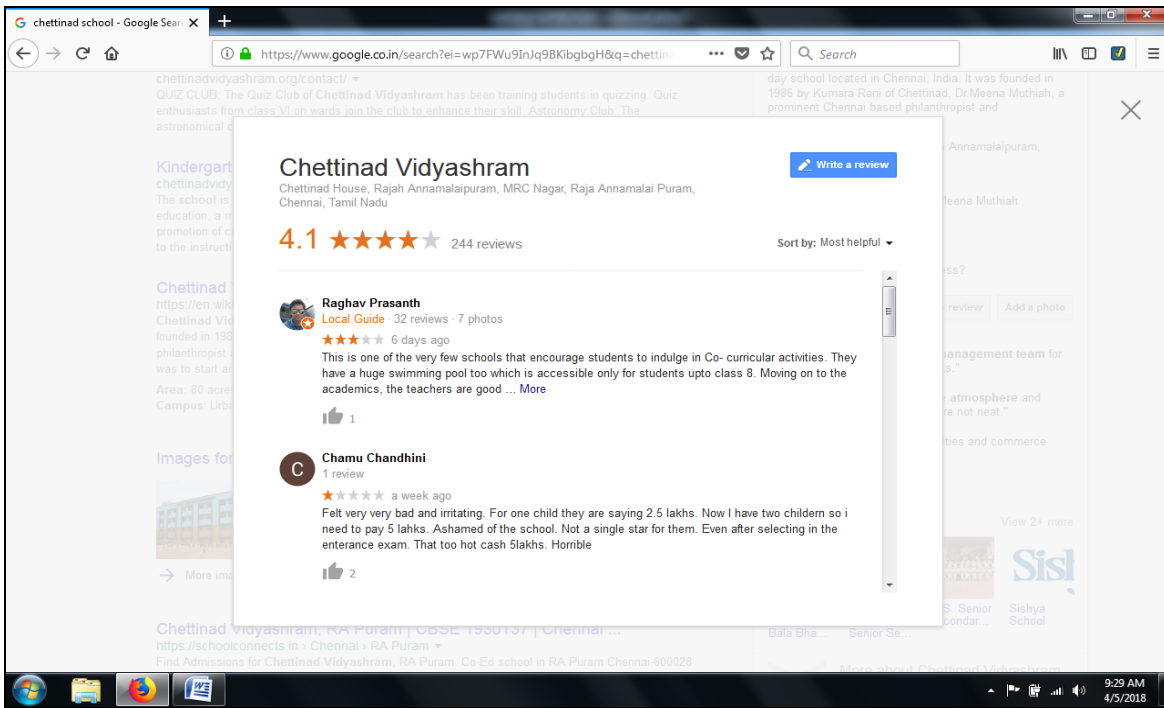


Fig 2: Chettinad Vidyashram

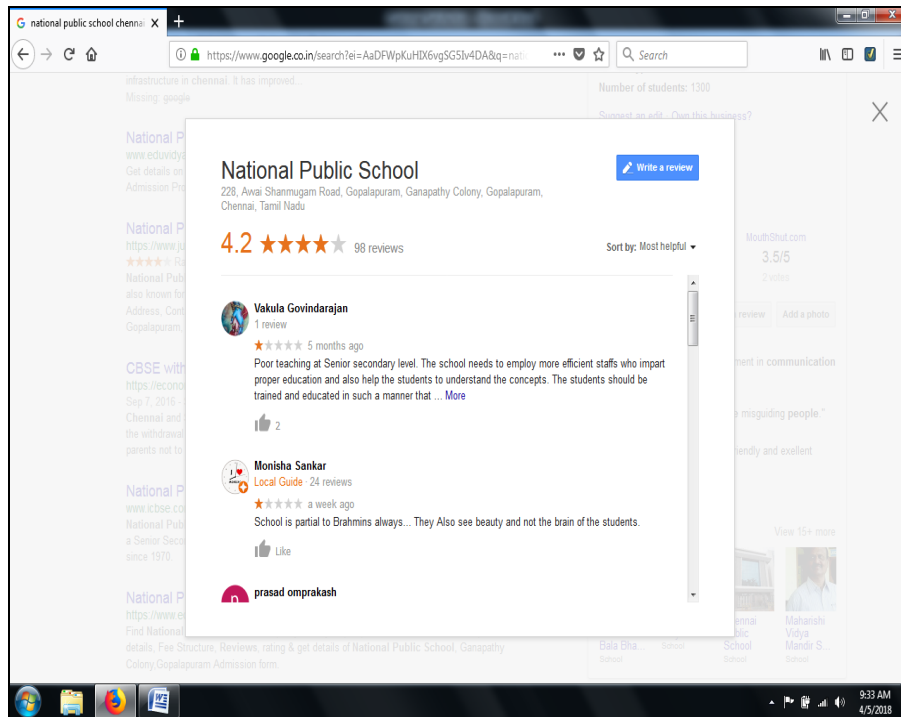


Fig 3: National Public School

Case Study 2

‘Consumer complaints’ a web portal where a consumer can post his grievance with a limited space to write moral of the issue can be countered by a fake positive message as there is no security restriction hence confusing the real facts for the person who wants to go through the right decision. In Consumer complaints there is a chance where an individual can avail his/her close circle e mail id or create a new e mail id and keep posting the message either positive or negative as

Google will have a computer generated call inquiry giving One Time Password by which an individual access the new alternative e mail id being created and starts a fictitious posting of the comments which neither Google nor an individual confirm the authenticity of the blog user (https://www.consumercomplaints.in/). The Picture is printed below of the Indian leading consumer complaints portal (Figure 4).

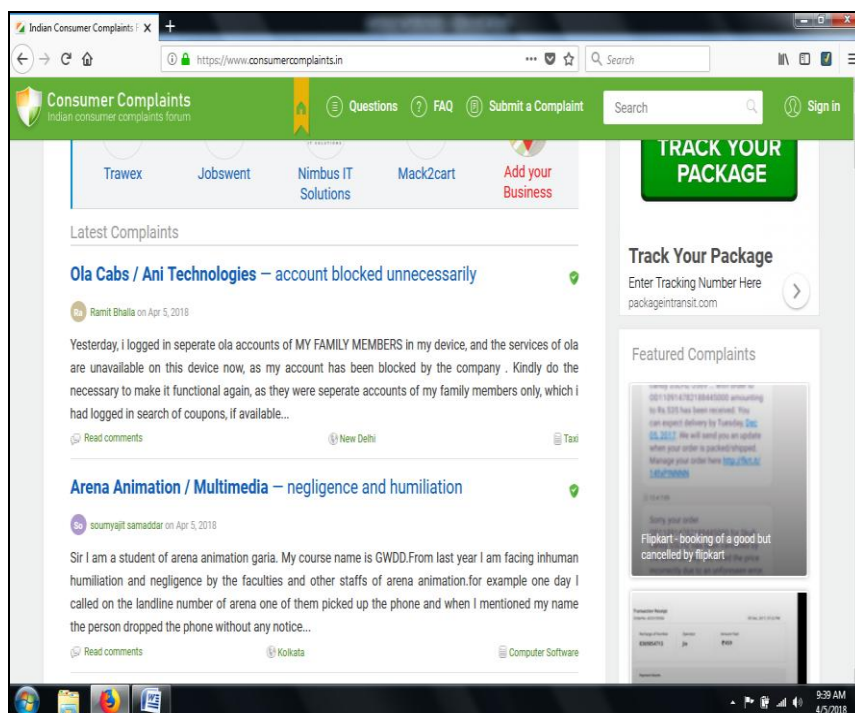


Fig 4: Ola Cabs

Case Study 3

An institution which has made a goodwill without compromising the standards especially in service industry may not have the same standards in human resource (Same equipments and different manpower can bring below standard in service) but wants to explore the new opportunity with the existing name and showing the same rates in portal may mislead decision of an individual.

Conclusion

The current action by the government of India in linking Aadhar card to Banks, phones, Ration Cards, voter IDs are extremely good to avoid malpractice in the society. The introduction of Aadhar card in web portals may bring some regularity of reviews which can help the common man from getting into wrong decision thus ending in frustration causing mental trauma, financial crisis, and a hopeless situation. The sanctity of the view of the individual is made a genuine record to the general public contributing a lot in saving time, money, and to maintain the integrity of the product and the person. Thus it can be concluded from the present study that Authenticity of Customer Satisfaction Review in Web Portals can be made possible by introducing Aadhar card numbers mandatory while writing their reviews.

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