

Article Index



Golden Research Thoughts

International Recognition Multidisciplinary Research Journal

DOI Prefix : 10.9780

ISSN 2231-5063

Journal DOI : 10.9780/2231-5063

Impact Factor : 4.6052

ORIGINAL ARTICLE

Vol. VI, Issue : XII, June 2017

Published: 1st June 2017

Your Article QR Code



See your article on Mobile

A STUDY ON CUSTOMER SATISFACTION TOWARDS WHATSAPP USAGE IN GINGEE TALUK



==:Your article is deposited in:==

DRJI
(India)

GO ARTICLE
(United States)

DOAJ
(Sweden)

ZOTERO
(United States)

GOOGLE SCHOLAR
(United States)

CITULIKE
(United States)

MY NET
RESEARCH
(United States)

DIGG
(United States)

MENDALEY
(United Kingdom)

DELECIOS
(United States)

FIGSHARE
(United States)

ENDNOTE
(Ireland)

Easybib.Com
(United States)

Correspondence to,



Dr. M. Kalaiyarasu

Assistant Professor, Department of Commerce, Sanghamam College of Arts and Science, Gingee Taluk.



Mr. K. Jayavel

M.Com., Research Scholar, Department of Commerce, Sanghamam College of Arts and Science, Gingee Taluk



Mr. V. Balachandar

M.Com., Research Scholar, Department of Commerce, Sanghamam College of Arts and Science, Gingee Taluk



ARTICLE REVIEW REPORT

A Study On Customer Satisfaction Towards Whatsapp Usage In Gingee Taluk

Dr. M. Kalaiyarasu¹, Mr. K. Jayavel² and Mr. V. Balachandar³

ABSTRACT:

The problem statement was clear and well articulated Customer satisfaction has been widely debated as organizations increasingly attempt to measure it customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. A customer can be a consumer, but a consumer may not necessarily be a customer.

INTRODUCTION:

The introduction provides a good, generalized background of the topic that quickly gives the reader an appreciation The definition of customer satisfaction has been widely debated as organizations increasingly attempt to measure it customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customer's experience of both contact with the organization (the moment of truth as it is called in business literature) and personal outcomes.

METHODOLOGY:

Author has not mentioned any specific methodology. This study was descriptive in nature. Must add methodology in your article. Methodology used to per research topic.

PRESENTATION OF RESULTS:

The amount of data presented was sufficient and appropriate. Tables, graphs, or figures were used judiciously and agree with the text WhatsApp has become very popular and besides all, this Application is highly addictive and can create a great impact on regular users. It can be established from the study that youths are more familiar with WhatsApp messenger. WhatsApp was more preferred by the students, with some reasons such as its convenience and easier usage, its effectiveness and reliability, and it saves money.

REFERENCES:

Prior publication by the author(s) of substantial portions of the data or study was appropriately acknowledged.

RELEVANCE:

The study was relevant to the mission of the journal or its audience. The study addresses important problems or issues; the study was worth doing.

FUTURE RESEARCH SCOPE:

1. Innovation for Tomorrow's Enterprise – Research Areas: Digital consumers, Healthcare economy, Sustainable tomorrow, Emerging economies, Pervasive computing, Smarter organizations.

2. Certificate Courses in Commerce

<http://targetstudy.com/courses/commerce/#CertificateCoursesInCommerce>

3. International Conference on Franchising - A Gateway for Growth on 6th and 7th March 2014 organized by The Department of Commerce

CONTACT: Mr. M. Selvarasu (0)9962425906 and Ms. M. P. Suganya (0)9940145568

E-mail : conferenceonfranchising2014@gmail.com

SUMMARY OF ARTICLE

		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers		✓			
2.	Originally & Novelty of the ideas			✓		
3.	Importance of the proposed ideas	✓				
4.	Timelines		✓			
5.	Sufficient information to support the assertions made & conclusion drawn	✓				
6.	Quality of writing(Organization, Clarity, Accuracy Grammer)			✓		
7.	References & Citation(Up-to-date, Appropriate Sufficient)		✓			

Future Research Suggestions

This Article can expand further research for MINOR/MAJOR Research Project at UGC

