

A Study on Client's Perception Towards Digital Marketing Services

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Abstract

For marketers, the digital world offers a plethora of novel opportunities. Marketing in the modern day is all about relationships, involvement and relevancy. Digital marketing is the practice of marketers promoting goods and services through electronic media. The main objective of this study is to study the perception of customers towards digital marketing strategies implemented in the digital Media sector. Data were gathered from 350 Client customers by transmitting the questionnaire via Google Forms and handing out printed copies of the questionnaire. Results suggested that customers perceive digital marketing strategies as informative, interactive, entertaining and trustworthy but not offensive and personalised. Further, it was found that there is no significant difference among customers of different educational levels and occupations regarding customer perception towards digital marketing while a significant difference was found among customers based on age and income level. This analysis adds a great deal to the body of knowledge on marketing and has useful implications for marketing professionals as comprehending the perception of customers towards digital marketing may assist them in anticipating the usage of digital marketing.

Key-Words: Promoting goods and services, digital marketing strategies, interactive, trustworthy, marketing professionals

I.INTRODUCTION

1.1 Introduction

Digital marketing is the promotion of products or brands through one or more forms of electronic medium and differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyse marketing campaigns and understand what is working and isn't – typically in real time. Digital marketers monitor things like being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. Apart from Internet the other channels associated with digital marketing, include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc. Digital media is so pervasive that consumers have access to information any time and any place they want it. Today the digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what corporates says about their brand, but what the media, friends, relatives, peers, etc., are saying as well.

Customers want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences. Therefore for it is not enough to just know their customers; they must know them better than anybody in order to communicate with them in an efficient and fruitful manner. To do that, they need a consolidated view of customer preferences and expectations across all channels – Web, social media, mobile, direct mail, point of sale, etc. Retail banking organizations can use this information to create and anticipate consistent, coordinated customer experiences that will move customers along in the buying cycle.

1.2 Statement of the Problem

The perception of consumers is important when an organisation wants to gain access to the market, grow their market, increase sales and also add shareholder's value. Even though online marketing is developing and expanding, it does not guarantee that consumers will have a positive perception when it comes to the feasibility of online marketing. Consumer behavior regarding online marketing gives an indication as to what perception is received from consumers and also gives businesses an overall consensus on consumer perception with regards to online marketing. According the failure rate of most organization when it comes to online marketing is quite high. Found that organisations sometimes confuse Internet users and online consumers. Just because someone is an Internet user does not mean they are a consumer. With the increase in fraudulent activities consumers have valid concerns around security when required to make financial transactions online, this makes it challenging for organisations to encourage consumers to make online purchases.

Objectives of the study

- To study the theoretical framework of digital marketing.
- To study the knowledge of digital marketing among client's.
- To study the level of satisfaction towards digital marketing.
- Be the leading service provider and exporter of digital products in India.
- Produce high-quality, durable, and innovative digital products that meet the needs of customers around the world.

1.3 Scope of the study

This study is to examine whether client perception of digital marketing can significantly affect the development of businesses, raise brand recognition, create customer trust and enhance customer relationships. The thesis also aims to study the importance and effects of digital marketing such as social media, emails, pay-per-click, viral marketing, etc on the successful establishment of the start-up businesses. The study further focuses on the relationship between start-up companies and digital marketing. It also seeks to recognize critical aspects in the digital marketing approach and ways to incorporate them in startup companies.

II. RESEARCH METHODOLOGY

2.1 Research Design

A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure. The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers.

Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

2.2 Tools of the study

Tool used for data collection:

The tool used for collecting the data is through the **questionnaire**.

Statistical Tools Used

Statistical tools like simple percentage and chi square used in the compilation and computation of data.

- Percentage Analysis
- Chi-square Analysis
- Correlation Analysis
- Anova Analysis

Percentage Analysis

Percentage refers to a special kind of ratio. Percentage is used in making comparison about two or more series of data. Percentage as also used to describe relationship. It is also used to compare the relative terms of two or more series of data.

$$\text{Percentage of respondents} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

Chi-square

Chi-square was done to find out one way analysis between socio demographic variable and various dimensions of the programme.

$$= \frac{(O - E)^2}{E}$$

O – Observed value

E – Expected value

Anova

Examination of change, or ANOVA, is a solid measurable method that is utilized to show contrast between at least two methods or parts through importance tests. It likewise shows us an approach to make numerous examinations of a few populace implies. The Anova test is performed by looking at two sorts of variety, the variety between the example implies, just as the variety inside every one of the examples. Beneath referenced recipe addresses one way Anova test measurements:

Correlation

There are several different correlation techniques. The survey systems optional statistics module includes the most common type, called the person or product moment correlation. The latter is useful when you want to look at the relationship between two variables while removing the effect of none or two other variables. Like all statistical techniques, correlation is only appropriate for certain kinds of data. Correlation works for quantifiable data which numbers are

meaningful, usually quantities of some sort. It cannot be used for purely categorical data, such as gender, brands purchased, or favorite color.

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

III. LITERATURE REVIEW

Chaffey et al., (2018) Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs. In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely marketers to manage their websites and achieve their business objectives. Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success. Expectations in terms of producing results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI on advertisement

IV. FINDINGS OF STUDY

1. Majority 57.7% of the respondents are male.
2. Mostly 32.5% of the respondents belong to the age of 25-30 years.
3. Majority 52.0% of the respondents are married.
4. Mostly 41.5% of the respondent's education qualification is Graduate.
5. Mostly 42.3% of the respondents are earning Rs.15,000 - Rs.30,000.
6. Mostly 37.4% of the respondents are experienced in Below 3 years.
7. Mostly 27.6% of the respondents are belong to Advertising & Digital Marketing.
8. Mostly 31.7% of the respondents are optimizing element to Quality of content.
9. Mostly 41.5% of the respondents are feel highly satisfied for creates growth.
10. Mostly 26.8% of the respondents are belong to Web development about kinds of service offered.
11. Mostly 49.6% of the respondents prefer Satisfied for skill and domain.
12. Majority 51.2% of the respondents are feeling highly satisfied about increase leads & sales.
13. Mostly 46.3% of the respondents are belonging to highly satisfied for cost effective of digital marketing platform.
14. Mostly 28.5% of the respondents are suggesting to Paid search for flexible combination.
15. Mostly 48.0% of the respondents are feeling highly satisfied with Involve Consumers and Viewers.

V.SUGGESTIONS

- To encourage clients to take use of all the digital marketing services provided by the digital marketing business, special offers may be made. This will assist the digital marketing firm in growing its overall revenue.
- More members of the point of contact can be assigned to every customer. This will enable them to regularly inform clients on the state of the website optimisation.
- Customers can receive specialised training to help them grasp the much recent advancement in the field of website optimisation. This will encourage clients to select further digital marketing offerings from the digital marketing firm.
- A digital marketing agency might develop new SEO services to maintain their high standards for website traffic generation and to obtain additional business contact information from their current clientele.
- Pay special attention to the analytics data and make use of it to educate your customers about your promotional and content tactics. Keep the consumer informed by keeping an eye on the pages and topics that are garnering the greatest interest.

VI.CONCLUSION

The fact that this project was completed successfully suggests that digital will control marketing in the future. Digital marketing include integrated channels and integrated services in addition to portal ad placement. In order to reach target audiences and establish a brand, marketers aim to use these elements in an efficient manner. Marketers are no longer the guardians of a brand in this digital age; instead, it is the people who are connected through digital platforms. Because consumers are more receptive to digital media than they are to traditional forms of media, brands are looking to expand their presence on digital platforms. Furthermore, consumers are avid information seekers, and digital media is the only channel that allows companies and consumers to communicate in both directions. The most effective medium for turning a product into a brand is digital media. since it offers marketers several touch points and is more cost-effective. Through digital channels, brands may effectively engage their target population. Digital media is useful for more than just engagement; brands may use it to attract new consumers or keep hold of their current clientele. Target groups are more likely to recall brands when they are exposed to digital media. According to a study on consumer purchasing behaviour, Indian customers are voracious information seekers who will investigate a product before visiting a store. Therefore, companies seek to provide customers with platforms that help them comprehend their goods or acquire a true sense of the brand.

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