

A Study on Consumer Satisfaction Towards Digital Marketing in Erode District

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ABSTRACT

Digital marketing used by companies to promote and sell products to the customers also to the business to business. Now a day people are adopting digitalisation since it is providing benefits like a mobile access, flexibility and offers. As well as the visitors of online also increasing because of the promotion content and brand information. Likewise, the satisfaction of customers also important it can build link between business and customers. The main difficulty for the companies to have customer loyalty for long time and maintain customer satisfaction. The study has been done to find out the reasons behind the satisfaction of customer and identify the problems which are faced by the customers in digital marketing. The study has been analysed using One Way ANOVA, from which the result are no It are no significant study has been

KEYWORDS: Digital marketing, Customers, Satisfaction, Business.

INTRODUCTION

In the world, over 170 million people use digital marketing. People are consuming digital content daily very soon, traditional marketing platforms will disappear, and digital marketing will take over. There are several platforms available in digital marketing shopping. Digital marketing is the use of digital channels to promote or market products and services to targeted consumers and businesses.

Digital marketing is a marketing process or strategy where companies use online platforms as a medium or source to reach the target audience. With the rapid increase in usage of the internet; digital marketing helps companies to promote their products through various channels so that they can reach the target audience without much difficulty. Digital marketing allows a business firm to communicate and make transactions anywhere and anytime.

People consume more information from the internet, so digital marketing is the most suitable way to reach the targeted audience. Digital marketing helps firms to target their potential customers. That is, they can use their communication and offers to the requirements of the specific customers.

Digital mode of marketing is much cheaper than other modes of traditional marketing and can reach a wide range of audiences. It promotes a global platform which allows buyers and sellers to click from one country to another country. It helps the customer to compare brands and check out pieces and other merchandise 24 hours a day from any location. So, digital marketing is the best technique to reach the target global audience.

STATEMENT OF THE PROBLEM

The digital world provides too many options and it can overwhelm the customer to choose to buy any type of product online except gold and other highly valuable products. However, both online and offline businesses complement each other and work with a single goal of maximizing consumer satisfaction. Most of the consumer use digital marketing channels for their online purchases. Marketing over the internet creates basic change not only in business but also in customers behaviour. Customers make purchase decisions every day, and many variables affect any decision made by the buyer. Various applications of the internet, social networks, smartphone apps, and other digital communication tools have turned out to be part of the daily

lives of many users around the world. Customers are becoming more involved in the creation of the products and services they purchase, and that has changed the control from manufacturer to customer. This study explains the awareness of digital marketing platform strategies. (product awareness, speedy delivery, and cost-effectiveness) for marketers, and analyses the awareness of these channels' strategies on consumer buying behaviour.

OBJECTIVES OF THE STUDY

- To study the awareness of digital marketing.
- To identify the factors that influence the respondents to purchase the product through digital sites.
- To understand the purchasing behaviour of consumers towards digital marketing.
- To find out the problems faced by the respondents towards digital marketing.

SCOPE OF THE STUDY

- This study highlights consumer awareness towards digital marketing.
- This study helps to determine the problems faced by the customers who use digital marketing channels.
- This study also helps to know about the reason why they like to purchase from various sites of digital channels.

RESEARCH METHODOLOGY

The study is conducted based on both primary and secondary data sources and it is analytical in nature. The researcher adopted a probabilistic simple random survey method to collect the data through a questionnaire to analyse and interpret customer satisfaction towards digital marketing. The study is mainly based on primary data, which was collected from respondents using structured questionnaires. The study is also based on secondary data, which was collected from Research papers, Articles/Journals, etc.

RESEARCH DESIGN

Marketing techniques, strategies and its tools change over time with both the physical and digital world. The research will identify the new digital marketing trends and its effect on consumer behaviour which is the reason of the constant expansion of digital market. This research will analyze the relationship between the two variables where the first independent variable remains the new trends of digital marketing and the other two dependent variables which are the consumer behaviour and market expansion.

PAST LITRATURE REVIEW OF DIGITAL MARKETING

S Chitra, E Shobana (2017) "A study on customer satisfaction on online marketing in India": Researcher focused on technology, design, development of product through internet to reach customer by advertising or promoting products. Digital marketing directly transformed traditional marketing platform, because digital marketing provide different amount of possibility for companies. Researcher mentioned customers face problems like a lack of quality, security for internet banking, lack of personal attention etc.

Dr. Mahesh V, Manjunath HR (2021): Examined the level of satisfaction, marketing strategies and recent aims of digital market. Study found that the digital marketing encourage public relation, sales and customer service. Researcher examined the purpose of digital marketing is to satisfy customer and allow them to connect with virtue digital media. Analyst ignored the problems that customer face while using digital marketing.

Sunantha P, Dr. M. Chandran (2022): To determine the degree of customer satisfaction with digital marketing, the researcher used the One Way ANOVA test. Researcher studied how the globe and traditional marketing have been replaced by digitalization. Additionally, digital marketing offers organizations quick and simple media transmissions. The primary drawback of this survey is that it was only conducted in Chennai city, which makes it impossible to show the degree of customer's satisfaction on the bases of one city.

Bachri, S., Putra, S. M., Farid, E. S., Darman (2023): researcher examines the relationship between digital marketing and customer satisfaction after purchasing decision. The study finds that how transformation of information can impact on marketing strategies by using various digital marketing media. Study concluded with the end note, that digital marketing has a positive effect on purchasing decision and customer satisfaction.

LIMITATIONS OF THE STUDY

- The major limitation of the study is that test study is restricted within the Erode district due to constraints of time and cost. So, the result of the study applies to Erode district only.
- The accuracy of the figures and data depends on the respondent's view.
- The sampling size has been restricted to 100 samples due to time constraints.

FINDINGS

Percentage Analysis

- ❖ Maximum (30%) of the respondents belongs to the age group of 18 to 30 years old.
- ❖ Maximum (40%) of the respondents belongs to male category.
- ❖ Maximum (36%) of the respondents are under graduate.
- ❖ Majority (53%) of the respondents belongs to the married category.
- ❖ Maximum (31%) of the respondents are from student category.
- ❖ Maximum (40%) of the respondents earn a monthly income above Rs 50000.
- ❖ Majority (59%) of the respondents residing in urban area.
- ❖ Maximum (34%) of the respondents are familiar with digital marketing through friends and families.
- ❖ Maximum (34%) of the respondents purchase for the reason of Easy buying option.
- ❖ Maximum (39%) of the respondent's period of purchase are once in a two months.
- ❖ Maximum (34%) of the respondent's preference of digital site is Amazon.
- ❖ Maximum (39%) of the respondents are influenced by special offers on-site.
- ❖ Maximum (39%) of the respondent's desired period of purchase are depends upon their desire.
- ❖ Maximum (42%) of the respondents spend below Rs. 5000 for purchasing the product.
- ❖ Maximum (40%) of the respondents prefer to purchase cloths.
- ❖ Maximum (50%) of the respondents prefer cash on delivery.

Chi-square Analysis

- ❖ There is no significant relationship between gender and the level of satisfaction regarding Digital marketing.
- ❖ There is no significant relationship between educational qualification and the level of satisfaction regarding Digital marketing.
- ❖ There is no significant relationship between occupation and the level of satisfaction regarding Digital marketing.
- ❖ There is no significant relationship between monthly income and the level of satisfaction regarding Digital marketing.
- ❖ There is a no significant relationship between Marital status and the level of satisfaction regarding

Digital marketing.

Weighted Average Analysis

It is evident from the analysis that majority of the respondents are influenced to digital marketing.

SUGGESTIONS

- ❖ The digital marketing user's major concern is that there is no guarantee of the product quality. So, the digital marketing site should solve this problem by enhancing real- time consumer interaction.
- ❖ Transactions should be safe and proper security should be assured to the people marking digital payments for purchases.
- ❖ There should be proper safety measures that can be taken to avoid fraudulent websites.
- ❖ There is an improvement needed for delivering the correct product to the correct address at the right time and also delivering products in rural areas.

CONCLUSION

This project helps the researcher to know about consumer awareness of digital marketing. Majority of the consumers are satisfied with digital marketing as a tool for buying and selling products. Most consumers prefer that digital marketing provides a way to purchase their required products within their place. The working people feel that the digital platform saves their time. It is also found that the majority of the people's perception is that the price level of the product is cheaper when compared to market price with various discounts and offers. Marketers may have to open more permanent points for cash on delivery because most of the consumers expected to receive the products by cash on delivery. The only thing to be improved in digital marketing is a guarantee for the products purchased by the consumers because the products may have defects so it is needed. It is concluded that the consumers are satisfied with the features provided by digital marketing.

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