

A Study on Transparent Measurement of Customer Experience in Digital Marketing

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INTRODUCTION

Digital era in marketing is often compared to “traditional marketing” such as Magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing. Marketing learns which campaigns, channels and messages deliver revenue in addition to clicks or leads, so they can optimize ROI. Digital Era in Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity Carried out online, as opposed to traditional marketing through print media, live promotions, tv and radio Advertisement. The rapid growth of Digital Industry is a direct consequence of the global phenomenon that is the Internet, and Effectiveness of Digital Marketing channels in generating revenue and awareness. Compared to traditional methods of Advertising, Digital era in consumer experience offers rather realistic costs (particularly important for small- and medium-size businesses and start-ups), accurate targeting and excellent reporting. Digital structure has become prominent largely because it reaches such a wide audience of people. However, it also offers a number of other advantages that can boost your marketing efforts. When you post an ad online, people can see it no matter where they are (provided you haven’t limited your ad geographically). This makes it easy to grow your business’s market reach and connect with a larger audience across different digital channels. For consumer preference, Digital marketing not only reaches a broader audience than traditional marketing but also carries a lower cost. Overhead costs for newspaper ads, television spots, and other traditional marketing opportunities can be high. They also give you less control over whether your target audiences will see those messages in the first place.

OBJECTIVES

The major objectives of this paper on Consumer Experience in Digital Marketing are:

- To make a study on digital Era in consumer Experience.
- To study tools/technologies that are used in digital marketing.
- To understand various Challenges in consumer experience in digital marketing.
- To know the efforts which are needed for Good Digital Marketing.
- To suggest strategies for enhancing good consumer experience in digital marketing.

NEED FOR THE STUDY:

- **Optimizing Strategies:** Through such studies, businesses can identify areas for improvement in their digital marketing efforts.
- **Resource Allocation:** Insights from such studies help companies allocate their resources more efficiently.
- **Adapting to Changes:** The digital landscape is constantly evolving, with new platforms and technologies emerging regularly. Studies on digital marketing help businesses stay abreast of these changes and adapt their strategies accordingly to maintain or increase revenue generation.

- Understanding Effectiveness: It helps businesses understand how effective their digital marketing strategies are in driving revenue.

RESEARCH METHODOLOGY:

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researchers approach to the research to ensure reliable, valid results the address their aims and objectives. It encompasses what data they are going to collect and where from, as well as its being collected and analyzed.

Well defined questionnaire was used to collect the primary data directly from the customers of the digital solutions. Secondary data refers to the data that is collected by someone other than the user secondary data is information which has been collected in past by someone else. For example, researching in the internet, newspaper articles and company reports.

SAMPLING METHOD AND SIZE

For the purpose of this study convenient sampling method has been used. Convenient sampling method relies on the data collection from the population members who are conveniently available or easy to contact and ready to participate in the study. Questionnaire were given to 115 consumers for response.

DATAANALYSIS AND INTERPRETATION

The Analysis of data consists of two parts.

- Demographic Profile of the Consumer.
- Impact of social media in customers.
- Customer experience in digital marking

INTERPRETATION

Based on the data presented in the table, it's evident that a significant portion of the respondents falls within the age range of 18 to 30, indicating a youthful demographic. Additionally, the majority of respondents identify as male, with a notable disparity in the number of female respondents. In terms of educational qualification, the largest group of respondents are at the postgraduate level, while there is also representation from individuals at the school level. This demographic breakdown suggests a need for targeted outreach efforts to engage a more diverse audience and ensure comprehensive representation in the survey results. Furthermore, understanding the perspectives and experiences of individuals from various age groups, genders, and educational backgrounds can provide valuable insights for decision-making and strategy development in relevant areas.

Table 4.1

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.NO	PROFILE	ATTRIBUTES	NO. OF RESPONDENTS	PERCENTAGE
1.	GENDER	MALE	75	65
		FEMALE	40	35
		TOTAL	115	100
2.	AGE	18-30	48	42
		31-45	39	34
		46-58	28	24
		MORE THAN 58	0	0
		TOTAL	115	100
3.	EDUCATIONAL QUALIFICATION	SCHOOL LEVEL	07	24
		UNDERGRADUATE	33	13

	POSTGRADUATE	47	52
	PROFESSIONAL	28	8
	TOTAL	115	100

Source: Primary data

TABLE 4.2

Impact of Social Media in Customers

S.no	Attributes	No. Of respondents	Percentage
1	Strongly Disagree	0	0
2	Disagree	7	6
3	Neutral	13	11
4	Agree	57	50
5	Strongly agree	38	33
	Total	115	100

Source: primary data

TABLE 4.3

Customer Experience in digital marketing

S.no	Attributes	No. Of respondents	Percentage
1	Strongly Disagree	6	5
2	Disagree	18	15
3	Neutral	24	21
4	Agree	38	33
5	Strongly agree	29	26
	Total	115	100

Source: primary data

TATISTICAL TOOL – 1 CORRELATION ANALYSIS: USING CORRELATION FORMULA ON

TABLE 4.2 & 4.3

Null Hypothesis (H0): There is no correlation between impact of social media and the customer experience in digital marketing.

Alternative Hypothesis (H1): There is a correlation between impact of social media and the customer experience in digital marketing.

X- Impact of social media in customer activities. Y-Customer Experience in Digital marketing. (n) is the number of observations (in this case,5)

X	Y	X ²	Y ²	XY
0	6	0	36	0
7	18	49	324	126
13	24	169	576	312
57	38	3249	1444	2166
38	29	1444	841	1092
Σx =115	ΣY = 115	ΣX ² = 5771	ΣY ² = 5026	ΣXY = 3996

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}}$$

$$r = \frac{19980-13255}{\sqrt{[28855-13225][25130-13225]}}$$

$$r = \frac{6725}{675\sqrt{186,075,150}}$$

$$r = \frac{675}{13640.93}$$

$$r = 0.4930$$

RESULT

INTERPRETATION

This finding underscores the importance of fostering a positive perception of the impact of social media contribute experience for accessing digital tools for the customer activities. It also highlights the need for clear and transparent measurement of customer experience in digital marketing.

FINDINGS

- Social media platforms such as Facebook, Instagram, Twitter, and LinkedIn continue to be important for reaching customers and building brand awareness.
- Consumers expect personalized experiences, and businesses that use data to provide personalized marketing messages and recommendations are more likely to succeed.
- The majority of respondents either strongly agree or agree that website design helps them in searching products easily. Only of respondents disagreed or strongly disagreed with this statement, while were neutral.

- A majority of them have purchased products from websites and blogs and multimedia advertising. Social media channels also played a significant role in influencing purchase decisions with of respondents claiming to have bought products from social media platforms. Only of respondents reported purchasing products through email.

SUGGESTIONS

- Utilize data analytics to tailor content, offers, and recommendations based on individual customer preferences and past behaviour.
- Implement dynamic websites that adapt to user interactions and preferences.
- Ensure a seamless experience across all touchpoints (website, social media, email, mobile) so customers can interact with the brand in the way that suits them best.
- Design websites and apps that prioritize easy navigation, quick loading times, and mobile responsiveness to enhance usability.
- Regularly update UI/UX based on customer feedback and usability testing.
- Actively solicit and analyse customer feedback through surveys, ratings, and reviews to identify areas for improvement.
- Show customers that their feedback is valued by making adjustments based on their suggestions.

CONCLUSION

The successful completion of this paper indicates that the future of marketing is in the hands of digital. Digital Marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. This paper concludes the importance of fostering a positive perception of the impact pf social media contribute experience for accessing digital tools for the customer activities. It also highlights the need for clear and transparent measurement of customer experience in digital marketing. Marketers want to use these components in an effective way to reach target groups and to build a brand. Digital Marketing has no restrictions. Company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media and lot other to support company and its products and services. Digital Marketing may achieve something more if it considers consumer desires as a peak priority. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians.

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