

“EMPOWERING INDIA THROUGH DIGITAL TRANSFORMATION : A SUSTAINABLE APPROACH”

Volume - II

Editors

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A Study on Consumer Satisfaction towards Digital Marketing – In Pollachi Taluk

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Abstract

Online Marketing is becoming a hot topic in every business sector, gradually plays a truly important role in any company's multi-channel marketing strategy. It uses the internet to deliver promotional marketing to consumers. It includes email marketing, search engine marketing, social media marketing, Many types of display advertising (including web banner advertising), and mobile advertising. The To identify the level of satisfaction towards online shopping. This study consists of both primary and secondary data. Primary data have been collected from the well framed questionnaire and secondary data have been extracted from the books, journals, magazines etc., Totally there are 100 respondents were taken for this study based on convenient sampling method. Simple percentage and fried man rank test used to analyze the data. The findings of the study are: Majority of the respondents (40.00%) belong to the age group 21-30 years, majority of them (60.00 %) are male; majority of the respondents (65.00%) are unmarried. It is concluded that Main goals of a company or organization must engage customers, to protect company reputation, to provide customers with good quality of product and services and to satisfy customer need.

I. Introduction

Online Marketing is the Art and Science of selling products and services over digital networks, such as the internet and cellular

phone networks. Online Marketing is becoming a hot topic in every business sector, gradually plays a truly important role in any company's multi-channel marketing strategy. It uses the internet to deliver promotional marketing to consumers. It includes email marketing, search engine marketing, social media marketing, Many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publishers, Other potential participants include advertising agencies that help generate and place advertisement copy, an advertisement server who technologically delivers the advertisement and tracks statistics and advertising affiliate who do independent promotional work for the advertiser.

Objectives of Digital Marketing

- Brand Awareness
- Lead Generation
- Promotion for New Products & Services
- Target Customers
- Retaining Old Customers
- Increase Sales/Profit
- Expand Market
- More Website Traffic
- Improve User Experience
- Improve Conversions

Importance of Online Shopping

The online customers can take enjoy online shopping for 24 hour per day. Consumers can purchase any goods and services anytime at everywhere. Online shopping is user friendly compare to in store

shopping because consumers can just 11 complete his requirements just with a click of mouse without leaving their home. Online shopping has some advantages like below 1. Save the Time of The consumers. 2. They can purchase any time anywhere. 3. The can compare the price with the others retailers very easily. 4. Compare the advertising price and actual price. 5. They can easily track their product. 6. They can use cash back policy.

Review Of Literature

(Chaffey, 2013) 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 (Parsons, Zeisser, Waitman 1996).

(Kiani, 1998) Introduction of new technologies has creating new business opportunities for 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 (Song, 2001).

Statement of the Problem

The following question was raised in the minds of researcher are as follows:

1. Whether consumers are satisfied with online shopping?

III. Objective of the Study

The following objective framed by the researcher is as follows:

1. To identify the level of satisfaction towards online shopping

IV. Methodology

The methodology consists of the following information:

This study consists of both primary and secondary data. Primary data have been collected from the well framed questionnaire and secondary data have been extracted from the books, journals, magazines etc., Totally there are 100 respondents were taken for this study based on convenient sampling method. Simple percentage and fried man rank test used to analyze the data.

Table 1.1 : Profile of Online Consumers

Particulars	Numbers	Percentage
Age		
Up to 20 years	25	25.00
20-30 years	40	40.00
Above 30 years	35	35.00
Gender		
Male	60	60.00
Female	40	40.00
Marital status		
Unmarried	35	35.00
Married	65	65.00
Educational qualification		
Up to H.Sc	20	20.00
Under Graduate	40	40.00

Post Graduate	20	20.00
Diploma	20	20.00
Type of family		
Joint family	60	60.00
Nuclear family	40	40.00

Source: Primary data
N=100

Factors Influencing Consumer Satisfaction

Friedman rank test is applied to ascertain the factors influencing the online shopping consumer’s satisfaction. The result is presented in table 6.17.

Table 1.2 : Factors Influencing Consumer Satisfaction

Factors	Mean Rank	Rank
More choice of product	8.70	1
Lower price	7.62	3
Good quality of the product	5.21	13
Fast customer service	6.24	10
Easy payment procedure	7.40	7
Easy cancelling of order	6.90	8
Safe and secure way of delivery	7.43	6
Cash discount	7.49	4

Factors	Mean Rank	Rank
Convenience	7.71	2
Stylish products	7.44	5
Safe packing	6.85	9
Advertisement to the e-mail account	6.20	11
Cheaper products	5.80	12

Source : Primary N=100

VI. Findings of The Study

- Majority of the respondents (40.00%) belong to the age group 21-30 years,
- Majority of them (60.00 %) are male;
- Majority of the respondents (65.00%) are unmarried,
- Most of the online consumers (40.00%) are under graduates.
- Majority of the respondents (60.00%) are in joint family

Friedman Rank Test

- Friedman rank test indicates that primary factor considered by the consumers for online shopping is 'choice of products'. It is followed by 'convenience' and 'lower price' and it is followed by other factors in the ranking order are cash discount, stylish products, safe and security way of delivery, easy payment procedure, easy to cancel the order, safe packing, fast consumer service, advertisement sent to the e-mail, cheaper products and finally good quality of the products.

VII. Suggestions of the Study

The following are the suggestions of the study are as follows:

- i) Government may organize motivational programmes like workshop, conference and seminars to the various groups of entrepreneurs.
- ii) Government may take measures for better enforcement of cyber laws to protect online shopping consumers.

VIII. Conclusion

This study has attempted to identify the level of satisfaction determined by the development of Internet technology in the area of social media marketing. Social media is the modern tool for marketers who try every means to get their message out to their target markets. The medium has many advantages and disadvantages based on their firm, and many companies still struggle to find the right way to use it. The average business owners or marketers do not fully understand the risks and challenges in it. The field is still so fresh that it is difficult to evaluate the qualifications of social media experts who offer their services online. So, before a company step into the field of social media marketing, they must complete full research on social media practices. An organization must master basic principles and tactics of using social media as an effective tool in order to survive in the field of social media marketing. Main goals of a company or organization must engage customers, to protect company reputation, to provide customers with good quality of product and services and to satisfy customer need.

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