



A STUDY ON CUSTOMER SATISFACTION CONCERNING TO DIGITAL MARKETING

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Abstract

Digital Marketing is the act of utilizing online channels to spread a message about an organization's image, brand, or administrations to its customers. The strategies and procedures utilized for internet marketing incorporate email, online media, show promoting, website improvement, and more. The target of internet advertising is to arrive at possible customers through the channels where they spend time in online shopping.

Digital marketing plays a vital role in this competitive world and is considered a new form of marketing and provided new opportunities for companies to do business 24 hours a week It assists with reaching the individual eye to eye. The review has been directed to know the mindset of digital marketing among customers and the degree of fulfillment towards advanced ads on buyer products.

Keywords, Digital Marketing, Customer Satisfaction.

Introduction

Marketing is the activity, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Digital marketing means marketing your products or services on the World Wide Web. This happens on various platforms like Social Media, Website advertising, E-mail marketing, and many more. Businesses are still on the quest of finding better methods to advertise their products or services on the Web. Businesses in today's world are always looking for various ways to promote their product or service as the advertisements online reach the right audience and on a large scale. Hence any small and large businesses grab the opportunity of attracting their customers with suitable content that grabs attention and influences the customers to purchase the product.

The digital marketing industry in India is growing at its peak and is still continuous. Many factors are responsible for this growth. The usage of specific devices has massively changed in the year past. Nobody at any point thought to have a valid arrangement on the web. The beneath figure below demonstrates the computerized advertising measurements. Consumer satisfaction is characterized as an estimation that decides how glad clients are with an organization's items, administrations, and capacities. Consumer loyalty data, including studies and evaluations, can enable an organization to decide how to best improve or change its items and administrations.

Statement of Problem

The growing trend in Digital marketing in the past decade has been phenomenal. More and more people are preferring digital marketing because of its reliability and affordability. Even with the massive projection in Digital marketing and all its new avenues, the vast potential of conducting business online is largely untapped. Moreover, there is still much scope for Digital marketing to grow. The review of the literature reveals that most of the studies in this area are related to Bangalore Urban Population and hence there is an immediate need to analyze the risk associated with changing customer perceptions in Digital marketing. Under the above context, the researcher realizes the need for the study to analyze the risk with changing customer perceptions. Thus, Digital marketing will be helpful to design an appropriate strategy to look upon for better customer satisfaction.

Review of Literature

Digital Marketing improvement since the 1990s and 2000s has changed the manner in which brands and organizations use innovation for showcasing. As advanced stages are progressively joined into showcasing plans



and regular daily existence and as individuals utilize computerized gadgets as opposed to visiting actual shops, computerized promoting efforts are turning out to be more pervasive and proficient.

Chaffey (2013): Marketing has been around for quite a while. Entrepreneurs wanted to spread the word about their items or administrations through papers and informal. Advanced advertising on the opposite end is becoming well known in light of the fact that it uses broad communications gadgets like TV, radio, and the Internet. The most widely recognized advanced showcasing device utilized today is Search Engine Optimization (SEO). Its job is to boost the manner in which web crawlers like Google track down your site. The computerized showcasing idea started from the Internet and web search tools positioning of sites. The main web crawler was begun in 1991 with an organization convention called Gopher for inquiry and search. Later the dispatch of Yahoo in 1994 organizations began to augment their positioning on the site.

Smyth (2007): When the Internet bubble burst in 2001, the market was overwhelmed by Google and Yahoo for inquiry enhancement. Web search traffic filled in 2006; the ascent of site improvement developed for significant organizations like Google

(Smyth 2007). In 2007, the utilization of cell phones expanded the Internet use progressing definitely and individuals all around the world began interfacing all the more advantageously through online media. In the created world, organizations have understood the significance of advanced advertising. For organizations to be effective, they should combine online with customary techniques for addressing the requirements of clients all the more unequivocally.

Parsons, Zeisser, Waitman (1996): Introduction of new advancements has set out new business open doors for advertisers to deal with their sites and accomplish their business targets.

Kiani, (1998): With the accessibility of such countless decisions for clients, it is truly challenging for advertisers to make brands and increment traffic for their items and administrations. Internet publicizing is an amazing promoting vehicle for building brands and expanding traffic for organizations to make progress.

Song,(2001): Expectations as far as creating results and estimating accomplishment for ad cash spent, computerized showcasing is more expense effective for estimating ROI on a notice.

Objective of the Study

1. To find out the satisfaction level of the customer for Digital marketing.
2. To know the particular explanations behind which reason customers buy through online
3. To understand the attitude.

Limitations of the Study

1. The major limitation of the study is the time constraint
2. Research is confined only to a limited sample size of 30
3. The research is confined only on customer satisfaction without considering sellers' attitudes.

Scope of the Study

This study helps in understanding the effectiveness of consumer satisfaction with online shopping. This study is conducted concerning Bangalore urban population. The same study may apply to other parts as well.

Research Methodology

The authors would like to specifically focus on the effectiveness of consumer satisfaction and how to.

Descriptive Research Design

It is the type of research design where the methods described characteristics of the variables under the study. A close-ended questionnaire was administered to the respondents.

Sampling Techniques

Random sampling technique was utilized in the determination of the sample.



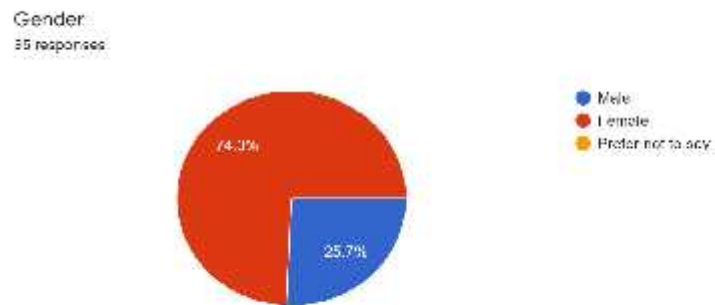
Sample Size

The sample size of the study constitutes the general public with a total sample size of 35.

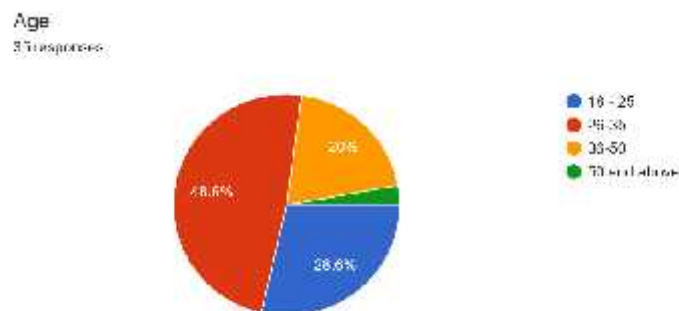
Data Collection Method

Data collection was used to collect primary data since primary data is original, which helps to understand the expectations and requirements of the customers.

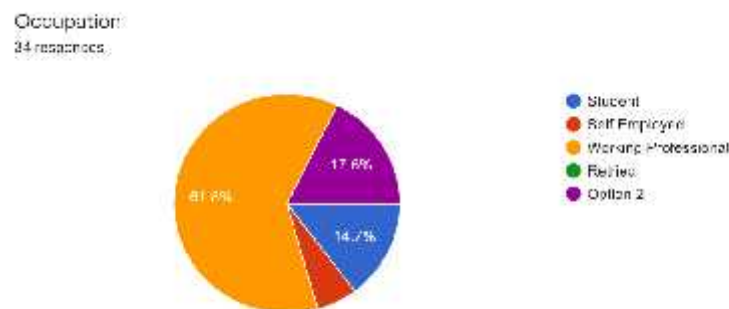
Data Analysis and Interpretation



The inference which can be drawn from the above chart that the majority of customers who responded in the research process are female (74.3%) concluding that they are more interested in purchasing the product rather than male (25.7%).



From the above chart, we can infer that 48.6% of the total respondents belong to the 26-35 age group. Thus, indicating that the young generation is more interesting in purchasing, and taking risks in the market. 28% of the response belongs to the 18-25 age group.

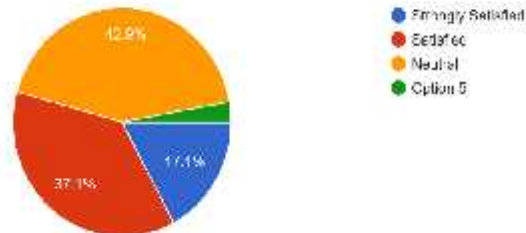




The above chart indicates that the majority of customers who are interested in taking part in the research process are working professionals who cover 61.8% in total. This can be because of the changing trend, which attracts the Working professionals towards the fast-changing market.

Does the advertising of the product effect your purchasing decision?

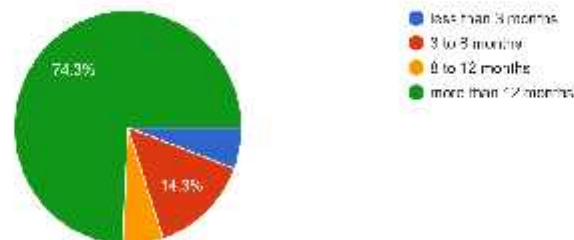
35 responses



The above chart indicates that the majority of respondents are neutral (42.9%) towards the purchasing decision. This could be because of the multiple advertising of the varied products.

Since how long your using online marketing

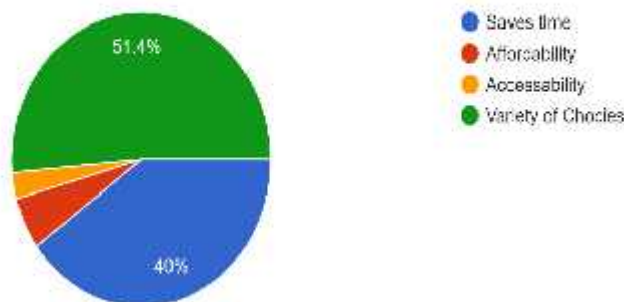
35 responses



The above chart indicates that the majority of respondents (74.3%) are using online marketing for more than 12 months. This is because of the easy accessibility and convenience in the digital market.

What do you think is the advantage in Online Marketing compared to traditional marketing?

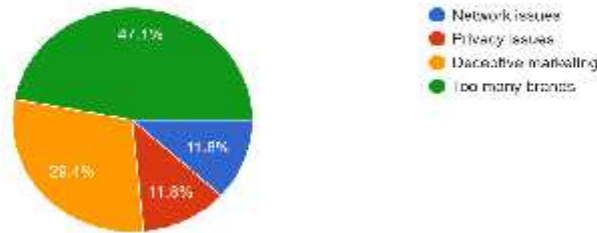
35 responses





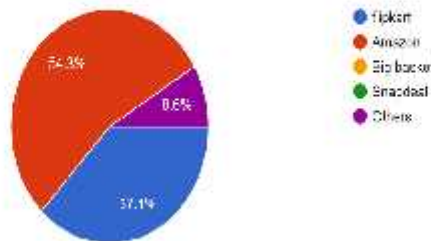
The above chart indicates that the majority of respondents prefer online marketing (51.4%) because of the variety of choices and also 40% of respondents indicate that it saves their time. This shows that customers prefer online marketing more, rather than traditional marketing.

What problems do you face in online shopping?
 34 responses



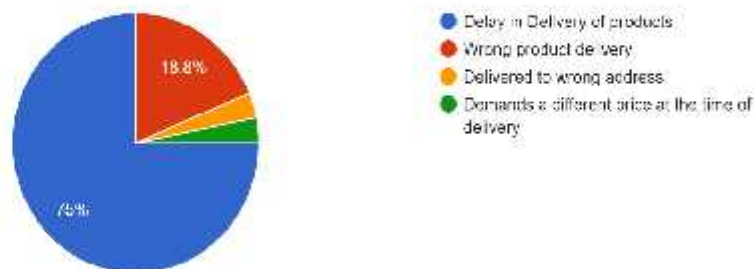
The above chart indicates that the majority of respondents indicate (47.1%) that too many brands affect their choice of purchasing in online marketing.

Which of the following online application do you prefer more for shopping?
 35 responses



The above chart indicates that the majority of respondents (54.3%) prefer Amazon applications for online shopping and also (37.1%) prefer flip kart because of its good reputation.

What Problems do you face with delivery of Online Products?
 32 responses



The above chart indicates that the majority of respondents (75%) face delays in products delivery in online marketing. This could be because of multiple customers, technical issues, and transit issues.

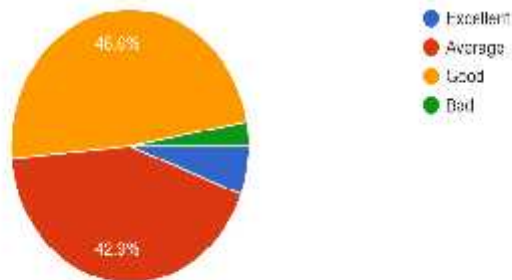


What mode of payment do you prefer for Online shopping?
35 respondents



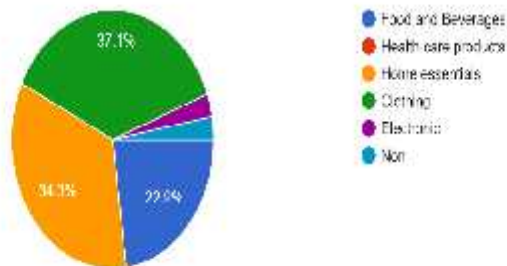
The above chart indicates that the majority of respondents 57.1% prefer cash on delivery. This indicates the customers do not want to take risks in online payment because of privacy issues and technical issues.

Are you Satisfied with quality of the products delivered via online shopping?
35 responses

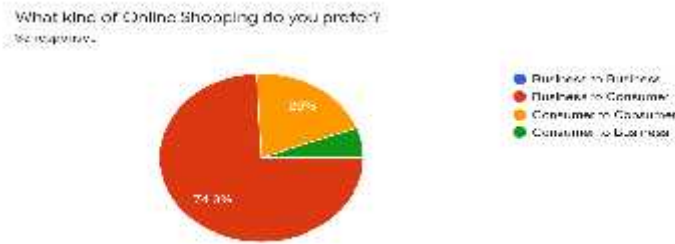


The above chart indicates that the majority of respondents (48.6%) indicate good quality and 42.9% of respondents indicate the average quality of the products delivered. This shows that customers are satisfied with the quality of the online products.

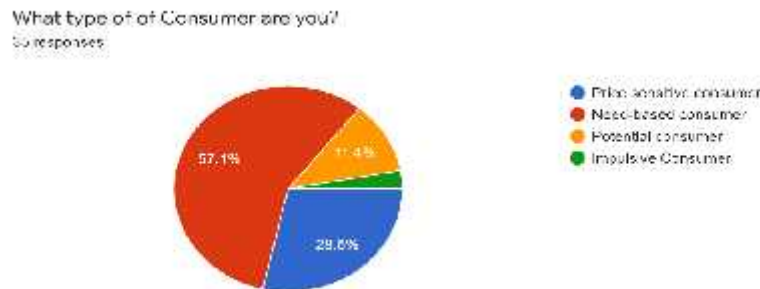
What product or service do you prefer more in online platform?
35 responses



The above chart indicates that the majority of respondents (37.1%) prefer clothing and 34.3% prefer home essentials. This shows customers buy more clothing goods and home essentials because of varied choices.



The above chart indicates that the majority of respondents 74.3% indicate that there is the business to consumer (B2C). this is because of the regular shopping practice which is observed by the majority of the customers.



The above chart indicates that the majority of respondents 57.1% indicate that there are need-based consumers and 28.6% are price sensitive and 11.4% are potential consumers. This shows that the majority of the respondents focus on their needs and prices while purchasing the products.

Findings

- The inference which can be drawn from the above chart that the majority of customers who responded in the research process are female (74.3%) concluding that they are more interested in purchasing the product rather than male (25.7%) .
- It is found that 48.6% of the total respondents belong to a 26-35age group. Thus, indicating that the young generation is more interesting in purchasing, researching, and taking risks in the market. 28% of the response belongs to the 18-25 age group.
- This indicates that the majority of customers who are interested in taking part in the research process are working professionals who cover 61.8% in total. This can be because of the changing trend, which attracts the Working professionals towards the fast-changing market.
- It is found that that the majority of respondents are neutral (42.9%) towards the purchasing decision. This could be because of the multiple advertising of the varied products.
- This indicates that the majority of respondents (74.3%) are using online marketing for more than 12 months. This is because of the easy accessibility and convenience in the digital market.
- This indicates that the majority of respondents prefer online marketing (51.4%) because of the variety of choices and also 40% of respondents indicate that it saves their time. This shows that customers prefer online marketing more, rather than traditional marketing.
- It is found that that the majority of respondents indicate (47.1%) that too many brands affect their choice of purchasing in online marketing.
- It is found that the majority of respondents (54.3%) prefer Amazon application for online shopping and also (37.1%) prefer flip kart because of its good reputation.
- It indicates that the majority of respondents (75%) face delays in products delivery in online marketing. This could be because of multiple customers, technical issues, and transit issues.



- It indicates that the majority of respondents 57.1% prefer cash on delivery. This indicates the customers do not want to take risks in online payment because of privacy issues and technical issues.
- It indicates that the majority of respondents (48.6%) indicate good quality and 42.9% of respondents indicate the average quality of the products delivered. This shows that customers are satisfied with the quality of the online products.
- It is found that that the majority of respondents (37.1%) prefer clothing and 34.3% prefer home essentials. this shows customers buy more clothing goods and home essentials because of varied choices.
- It is found that that the majority of respondents 74.3% indicate that there is a business to consumer (B2C). this is because of the regular shopping practice which is observed by the majority of the customers
- This indicates that the majority of respondents 57.1% indicates that there are need-based consumer and 28.6% are price sensitive and 11.4% are a potential consumer. This shows that the majority of the respondents focus on their needs and prices while purchasing the products.

Suggestions

- To understand the customer satisfaction level better by approaching their actual needs
- To practice honesty and manage expectations in marketing
- Better analysis of customer information by proper research and survey
- To develop customer service communities
- To offer proactive customer services

Companies should work on slashing wait times for customers Rethink the approach to do business and build relationships

Conclusion

Consumer loyalty is one of the main points of interest being checked by company. Through consumer satisfaction and devotion reviews, the overseeing level of a business which can guarantee a method of knowing the customer's opinion on their administration and what requirements to. be changed to gain positive customer satisfaction. Through a questionnaire, a mail-in survey, an internet survey, or a poll, a business needs to know what their customers think about their service what the organization offers, or how faithful are the clients to their organization. The main aim of this research was to find the factors influencing customer satisfaction in the marketing Industry. From the above results, the following findings and conclusions are drawn. It is concluded that price fairness and coverage are the key factors contributing towards customer satisfaction. Keeping the findings of this research it is very obvious that the companies should always continue to emphasize price fairness and coverage for consumer satisfaction. Coverage also influences customer satisfaction. The problem of coverage is generally in a rural area where sometimes customers are not able to gain services from any particular service provider. That factor can compel the customers towards brand switching to get coverage in any particular area. Furthermore, customer services also impact customer satisfaction regarding any service provider. The customer services staff should be good enough to handle the customers' complaints regarding any service.

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