A STUDY ON CUSTOMER SATISAFACTION ON ONLINE MARKETING IN CHENNAI CITY

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ABSTRACT

Online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers. The methods and techniques used for online marketing include email, social media, display advertising, search engine optimization, and more. The objective of online marketing is to reach potential customers through the channels where they spend time reading, searching, shopping, or socializing online. Widespread adoption of the Internet for business and personal use has generated many new channels for advertising and marketing engagement, including those mentioned above. There are also many benefits and challenges inherent with online marketing, which uses primarily digital mediums to attract, engage, and convert virtual visitors to customers.

Online marketing differs from traditional marketing, which has historically included mediums like print, billboard, television and radio advertisements. Before online marketing channels emerged, the cost to market products or services was often prohibitively expensive, and traditionally difficult to measure. Think of national television ad campaigns, which are measured through consumer focus groups to determine levels of brand awareness. These methods are also not well-suited to controlled experimentation. Today, anyone with an online business (as well as most offline businesses) can participate in online marketing by creating a website and building customer acquisition campaigns at little to no cost.

KEY WORDS: *Online Marketing, Customer, Satisfaction.*

INTRODUCTION

As commerce has propagated to the Internet, a new form of marketing has emerged. From online banners to those annoying pop ups, online marketers have attempted to get their customers attention any way they can. Most online strategic marketing efforts today are a mix of growth hacking strategies (A/B testing taken to the max) and a variety of awareness tactics that drive attention. A very effective online marketer is the insurance company Geico who simply asks their users to enter their zip code for an instant quote on a better savings.

STATEMENT OF PROBLEM

The growth in online marketing in the past decade has been phenomenal. More and more people are tipping towards online marketing because of its convenience and ease. Even with the massive spike in online marketing and all its new avenues, the vast potential of conducting business online is largely untapped. Moreover, there is still much room for online marketing to grow. The review of literature reveals that most of the studies in this area are related to non-Indian context and hence there is an urgent need to analyze the risk perceptions in online marketing. The present study is aimed to fulfill this requirement. This is a study of understanding whether rust matters or not in online marketing and understanding risk perceptions in online marketing. Under the above context, the researcher realize the need for an extensive and intensive study to analyze the risk perceptions in internet online marketing which will be helpful to online sellers in designing an appropriate strategy to attract customers.

OBJECTIVE OF THE STUDY

1. To find out the satisfaction level of the customer for online marketing.
2. To know the specific reasons for which purpose customers purchase in online.
3. To find out the consumers satisfaction level for services provided by the online marketing.

AREA OF THE STUDY

The study would be a youngster based study. It will cover the all the young adults living in and around in Chennai city. The reasons for selecting these young adults are that the young adults is large, there is a lot of activity in online marketing here, and therefore a study based on young adults could prove to be very helpful in finding out how to increase the overall growth and influence of in online marketing and its operation.

RESEARCH DESIGN

Research design constitutes the blue print for the collection, measurement and analysis of data. The present study seeks to identify the extent of preferences of online marketing over traditional among. The research design is descriptive in nature. The research has been conducted on customers who are mostly online oriented within Chennai. For the selection of the sample, convenient sampling method was adopted and an attempt has been made to include all the age groups and gender of every class.

SAMPLE DESIGN AND SIZE

In this research is descriptive research design is used. Judgment and Convenience sampling method is used to get the information about online marketing. This method is used because researcher is interested in exploring gender, age, or occupation disparities in terms of online preferences in the population. For conducting this research, a structured questionnaire is prepared.

SAMPLING SIZE

It indicates the numbers of people that is surveyed. Though large samples give more reliable results than small samples but due to constraint of time and money, the sample size was restricted to 250 respondents. The respondents belong to different age group.

REVIEW OF LITERATURE

Rekha Dahiya (2017) The effect of digital marketing communication on product categories like books, music, fashion accessories, clothing, banking and online gaming etc. has been well researched by the researchers; but automobile industry despite being one of the largest digital spenders has faced dearth of academic studies especially in India. The present study aims to understand the effect of digital marketing communication on consumer buying decision process in Indian passenger car market. Mixed methodology was adopted for the study.

Madhu bala (2018) This paper offers views on some current and future trends in marketing, In this study, we acknowledged that businesses can really benefit from Digital Marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games and are becoming more and more common in our advancing technology.
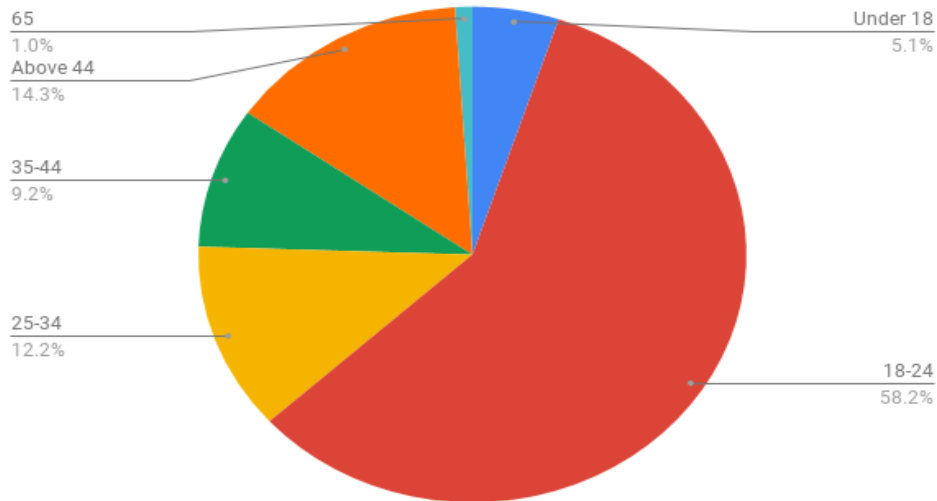
ANALYSIS AND DISCUSSION

CHART 1: GENDER WISE CLASSIFICTAION
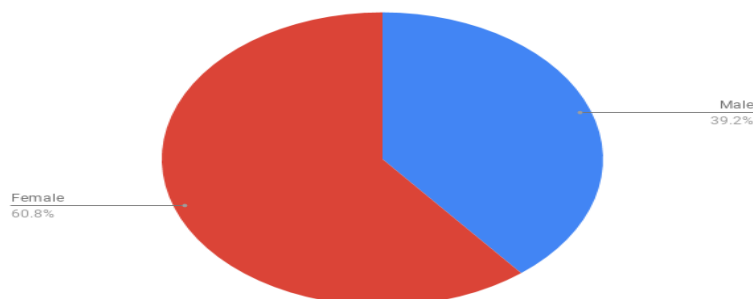
Male
39.2%

Female
60.8%

Source: Primary data

From the survey it was found that approximately 60.8Percentage of the respondents are male whereas the remaining 39.2 Percentage of the respondents are female.
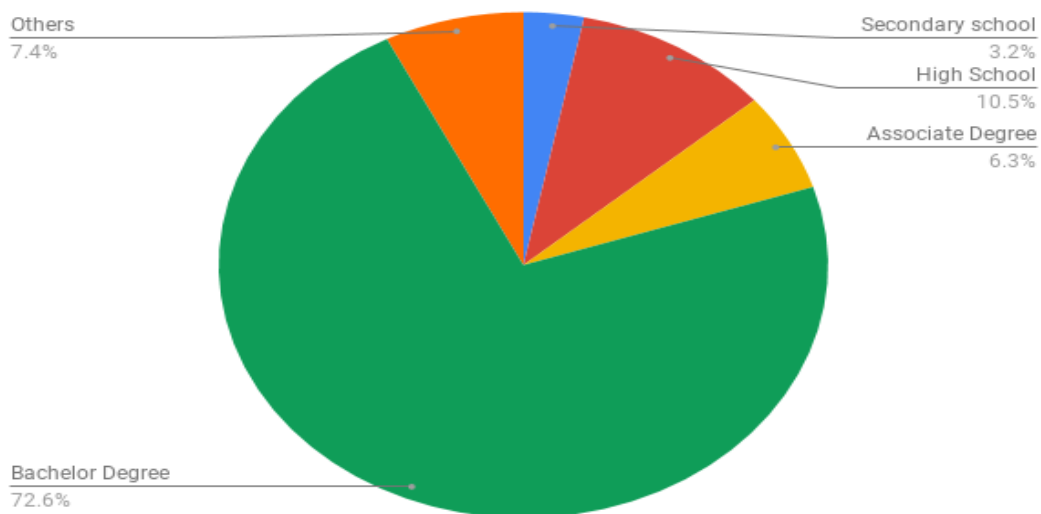
CHART 2 : AGE WISE CLASSIFICATION

SOURCE: PRIMARY DATA

From the above chart it is inferred that 5Percentage of the respondents comes under the category of below 18, 57Percentage comes under 18-24, 12Percentage comes under 25-34,9Percentage under 35-44, 14Percentageabove 14 and lastly 1Percentage in the category of 65 years.

CHART 3: EDUCATION WISE CLASSIFICATION

Source: primary data

From the above table it is inferred that 3.2Percentage of the respondents belong to the secondary school, 10.5Percentage from high school, 6.3Percentage pursuing their associate degree, 72.4Percentage pursuing their bachelor degree and the remaining 7.4Percentage pursuing other courses.
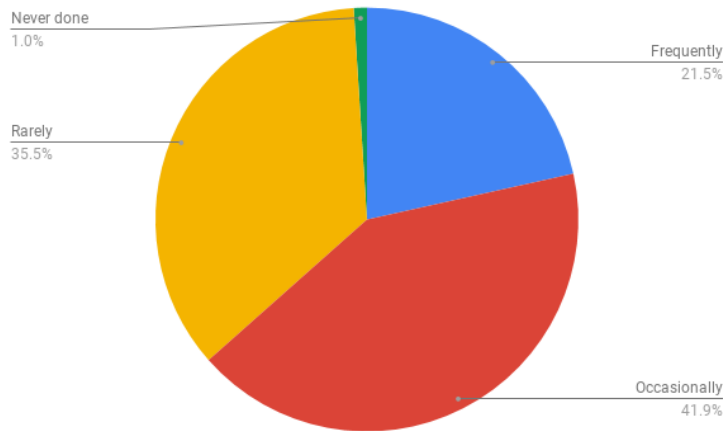
Interpretation:

CHART : 4 ONLINE SHOPPING BASED CLASSIFICATIONS
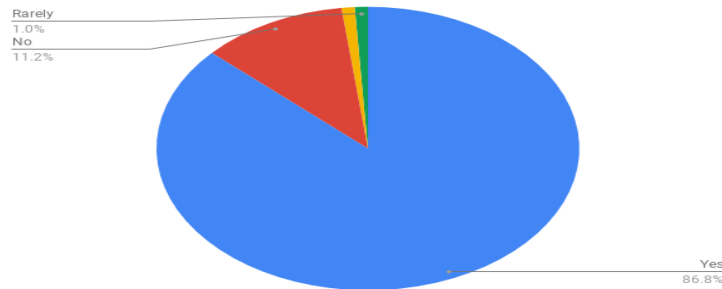
SOURCE: PRIMARY DATA

From the above table we can interpret that 86.2Percentage has opted for the option yes, 11.2Percentage opted for no and both sometimes and rarely are being opted by 1Percentage of the total respondents.
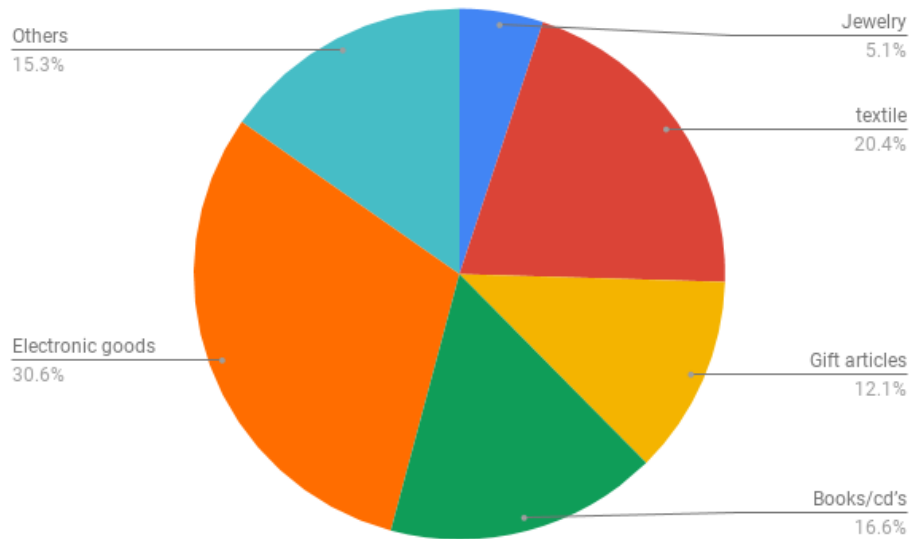
CHART 5: NUMBER OF TIMES PURCHASED

SOURCE: PRIMARY DATA

From the above table we can interpret that 41.9Percentage and 35.5Percentage are the occasionally and rarely users. However, 21.5Percentage of the respondents are frequent users of online shopping and remaining 1Percentage has never done.

CHART 6: PRODUCT PURCHASED BASED CLASSIFICATION

Source: Primary Data

From the above table we can interpret that 8.7 Percentage purchase jewelers, 34.8Percentage purchases textiles, 20.7Percentage prefer gift articles, 28.3Percentage prefer books/cd's 52.2Percentage prefer electronic goods and the remaining 26.1Percentage prefer other products.

CHART 7: USAGE WISE CLASSIFICATION
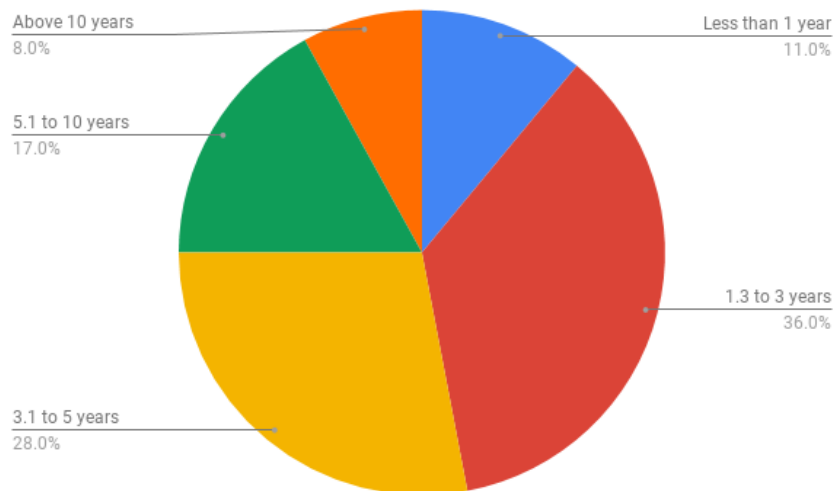
Source: Primary Data

36Percentage of the respondents used digital marketing for the website optimization for international business for 1-3 years, 28Percentage of the respondents used digital marketing for the website optimization for international business for 1-5 years

Therefore, most of the respondents used digital marketing for the website optimization for international business for 1-3 years.
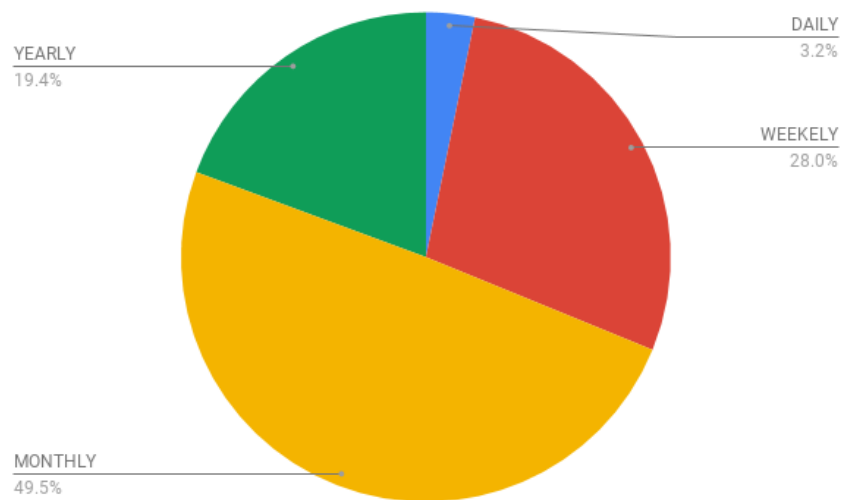
CHART 8 CLASSIFIED BASED ON PRODUCT RATING PREFERENCE
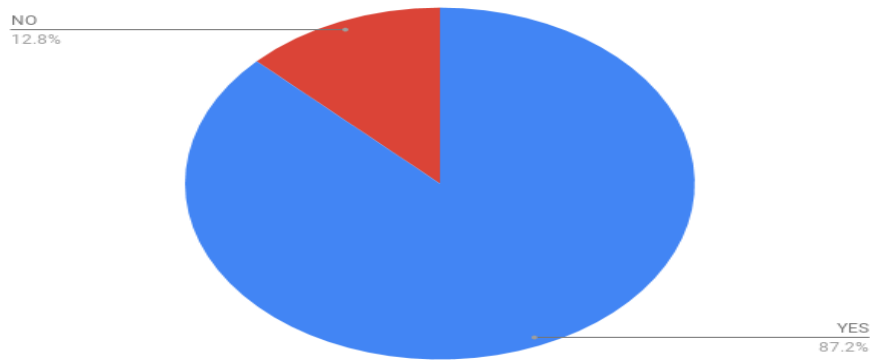
Source: Primary Data

From the above table we can interpret that 87.2Percentage of the respondents chose yes over the 12.8 Percentage of respondents who chose NO.
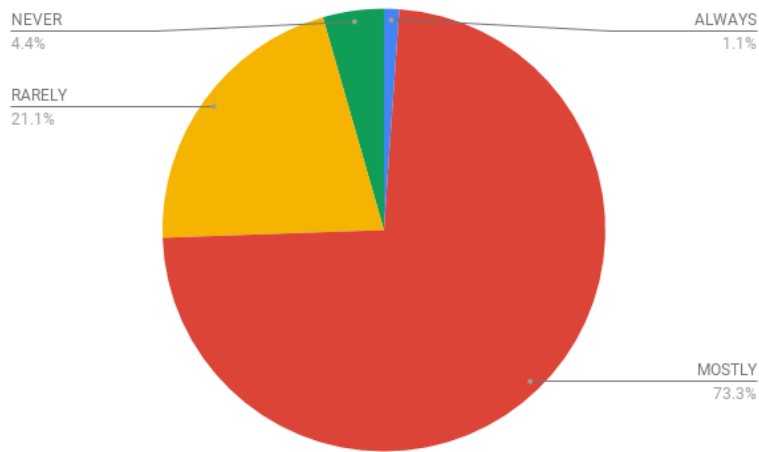
CHART 9: USAGE OF ONLINE SHOPPING

Source: Primary Data

From the above table we can interpret that 3.2 Percentage use on a daily basis, 28Percentage use on a weekly basis, 49.5Percentage use on a monthly basis and 19.4Percentage use on a yearly basis.
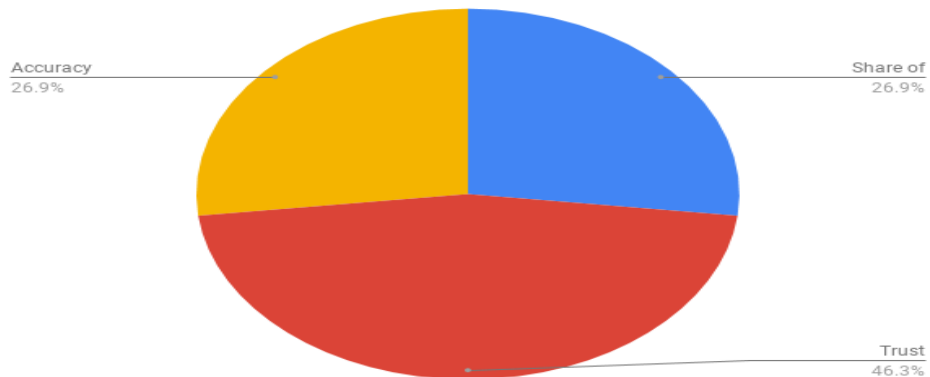
CHART 10: CLASSIFICATION BASED ON REQUIMENT MET

Source: Primary Data

From the above table we can interpret that 1Percentage of the respondent's requirements are being met, 73.3Percentage are mostly met ,21.1 Percentage are rarely met, 4.4Percentage are never met.
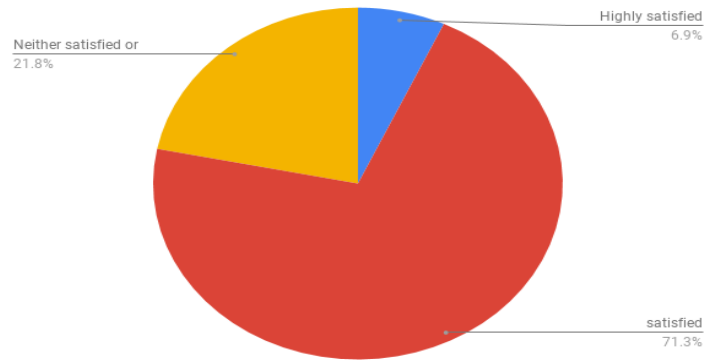
CHART 11: BENEFITS OF ONLINE MARKETING

Source: Primary Data

　　　From the above table we can interpret that 40Percentage believe share of information's to be the most important, 20Percentage believe it to be the trust and remaining 40Percentage believe it to be the accuracy.
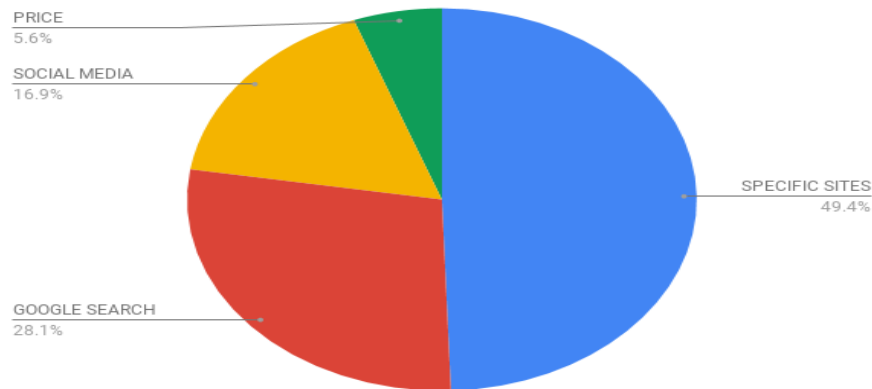
CHART 12: SATISFATION IN ONLINE MARKETING

Source: Primary Data

From the above table we can interpret that 7Percentage is highly satisfied, 72Percentage are just satisfied and remaining 21Percentage are neither satisfied nor dissatisfied.

CHART 13: CLASSIFIED BASED ON EXPLORATIONS

Source: Primary Data

From the above chart we can interpret that 49.4Percentage is for specific sites, 28.1Percentage is for Google search, 16.9 Percentageis for social media and remaining 5,6Percentage is for price aggregator.

FINIDINGS

1. Most of the respondents are male, i.e. 60.8Percentage of them where male from the total respondents.
2. Most of the respondents belong to the category of 18-24 years
3. Maximum number of respondents i.e. 72.6 Percentage are pursuing their bachelor's degree
4. Up to 50Percentage of the respondents from the total spend the more than 3 hours on the net.
5. About 71.3Percentage of the respondents use internet from home.
6. Most of the respondents (i.e:86.7Percentage) shop online
7. Up to 41.9Percentage of the respondents occasionally shop online.
8. Electronic goods are mostly purchased product from online.

9. 36Percentage of the respondents use from 1.3 to 3 years of online marketing for website optimization.
10. 26Percentage are less than 50 respondents.
11. For 87.2Percentage of the respondent's product ratings do matter
12. For 71Percentage of the respondent's sellers rate does matter.
13. 49.5Percentage of the total respondents spend monthly on online shopping
14. Up to 73.3& believe that online shopping mostly meets their requirements
15. For most of the respondents i.e. 40Percentage believe share of information's and accuracy to be the vital part in online marketing.
16. From the total respondents 72Percentage are just satisfied
17. most of the respondents i.e. 49.4Percentage use specific sites to explore the products

SUGGESTIONS

a. Special offers can be given to make the customers to quantify the effect of digital marketing. This will help international business to increase the overall business
b. Update and analyze the status of the website optimization on a periodical basis to assess the effectiveness of digital marketing
c. Special training can be provided to understand the various new innovations that have happened in the website optimization field. This will motivate the customers to choose other digital marketing services
d. Innovate the SEO services to continue the good services in the website traffic building and also to get more customers
e. Keep a close eye on the analytics data, and use this information to inform the customers on the promotional and content strategies. Pay attention to what posts and pages are proving the most popular and update the customer. This will give a better satisfaction for the customers.

CONCLUSION

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium Digital marketing activities are Search Engine Optimization (SEO), Search Engine Marketing(SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e–books, optical disks and games, and any other form of digital media.

This study has been undertaken to understand the overall effectiveness of the Digital marketing among random customers mainly youngsters. For this purpose, responses from the respondents of all age groups using digital marketing have been collected and analyzed. Based upon the findings out of the research, few valuable suggestions have been given to the markets mainly to improve the overall effectiveness of digital marketing in order to attract customers

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