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A study on customer satisfaction towards digital marketing

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Abstract--Internet now a days are growing tremendously in all the sectors. This era has been taken over by digitalization, where the marketers are moving towards digital marketing, which markets the products and services through the use of digital technologies there by gaining reviews and converting them into retained customers. The retained customers are tested with the levels of satisfaction through which the digitalization is measured. The study has been done to find out the reasons behind digital marketing and its level of satisfaction towards customer. The study has been analyzed using One Way ANOVA, from which the result are significant.

Keywords--Digital Marketing, Customer Satisfaction, cashless marketing.

Introduction

The internet era has created a plethora of new opportunities for businesses. Using social media, one can not only share a private picture of one's birthday, but also earn and reach customers for one's business. The speed and ease with which digital media transmits information and helps businesses grow is incredible. People nowadays spend a lot of time on the internet looking for the products they need to buy or gathering information about products and services before making a purchase. As a result, businesses are honing their digital marketing strategies in order to attract customers online. So the most effective marketing strategy for reaching potential customers is to reach them where they spend the majority of their time on the internet. Effective marketing entails connecting with your target audience in the right place at the right time. The term "digital marketing" refers to the targeted, measurable, and interactive marketing of products or services through the use of digital technologies to reach viewers, convert them into customers, and retain them.

Customer satisfaction, a marketing term, is a measure of how well a company's products and services meet or exceed customer expectations. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a company, its products, or services (ratings) exceeds specified satisfaction goals." It is regarded as a key performance indicator in business and is frequently included in a Balanced Scorecard. Customer satisfaction is seen as a key differentiator in a competitive marketplace where businesses compete for customers, and it has increasingly become a key component of business strategy.

Joan I. Giese (2015) says that Social life was primarily local at the turn of the century. It was followed by an era during which commodities were mass-produced. Consumer Marketing followed mass marketing ideas, and businesses were primarily concerned with how to establish the best sales force possible. A worldwide culture is forming at the turn of the century. Technology is the primary driver of these shifts. Technological progress has increasingly shifted its focus back to the individual. Changes influence company opportunities and practices. Marketing is inextricably linked to the revolutions in communication and transportation. Marketers' jobs and responsibilities have evolved as marketing's tools and reach have expanded. A new fast-paced digital economy is emerging in today's technology-driven world. It wouldn't be shocking to see companies that exclusively work inside computer networks in the near future. In the digital marketing world, the customer is an active participant in the product development process. Because it is less expensive, it provides for more coverage and better customer service says Joseph A. Cote (2015). The vast Indian market is rapidly evolving. Professionals are increasingly using the internet, and mobile phone usage is increasing. Digital channels continue to grow in volume and strength, accelerating the pace of change. Every year, more people in India spend more time online, and the digital tools and sites they use play an increasingly important part in their lives. Marketers who stay on top of the pace of change ensure that their marketing strategies and touch points reflect where their customers spend their time Muniraju B.M (2017). Following the incorporation of cutting-edge technologies into enterprises, digital marketing has grown in popularity. It has drastically transformed traditional marketing practices, forcing marketers to maintain contact with their clients or customers via the internet in order to offer their goods and services. As a result, marketers must weigh the benefits and drawbacks of digital marketing when devising marketing strategies and establishing business objectives chitra. S ; Shobana E (2017).

Purpose of the study

The main purpose of the study is to know satisfaction of consumer towards digital marketing.

Sample of the study

Samples were collected using sampling technique. The method used is convenient sampling technique. The sample size is 123.

Objective of the study

- To know the reasons behind satisfaction of customers towards digital marketing.

- To analyze the factors that are responsible for satisfaction on digital marketing.

Methodology of the study

Questionnaire

A structured questionnaire which consists of only close ended questions was used as a tool for collecting data. The questionnaire consist of questions based on consumer satisfaction level in using digital marketing. Primary data – data obtained from questionnaires were given to the respondents in person is the primary source.

Secondary data – data obtained from books, internet, journal and magazines.

Limitation Of The Study

- The research was carried out the study at short period, where the researcher could not widen the study.
- This research was carried out in Chennai city so the results will not be universally relevant.
- Total number of respondents are 123 due to time constraints.

Data Analysis and Interpretation

Table 1
Demographic Profiles

Demographic variables	Categories	Frequency	Percentage
GENDER	Male	65	52%
	Female	58	47%
AGE	20-30	28	22%
	30-40	30	24%
	40-50	40	33%
	Above 50	25	20%
MARITAL STATUS	Unmarried	51	41%
	Married	72	59%
OCCUPATION	Student	35	28%
	Salaried	45	37%
	Professional	25	20%
	Business	18	15%
INCOME (PM)	0-25000	35	28%
	25000-35000	25	20%
	35000-45000	22	18%
	45000-55000	23	19%
	Above 55000	18	15%

Source: Primary Data

The above table represents the demographic profile of the respondents. The majority of the respondents are male with 52%, age group between 40-50 with 33%, majority of the respondents are married 59%, 37% of them are salaried, 28% of majority respondents earning less than 25000 PM.

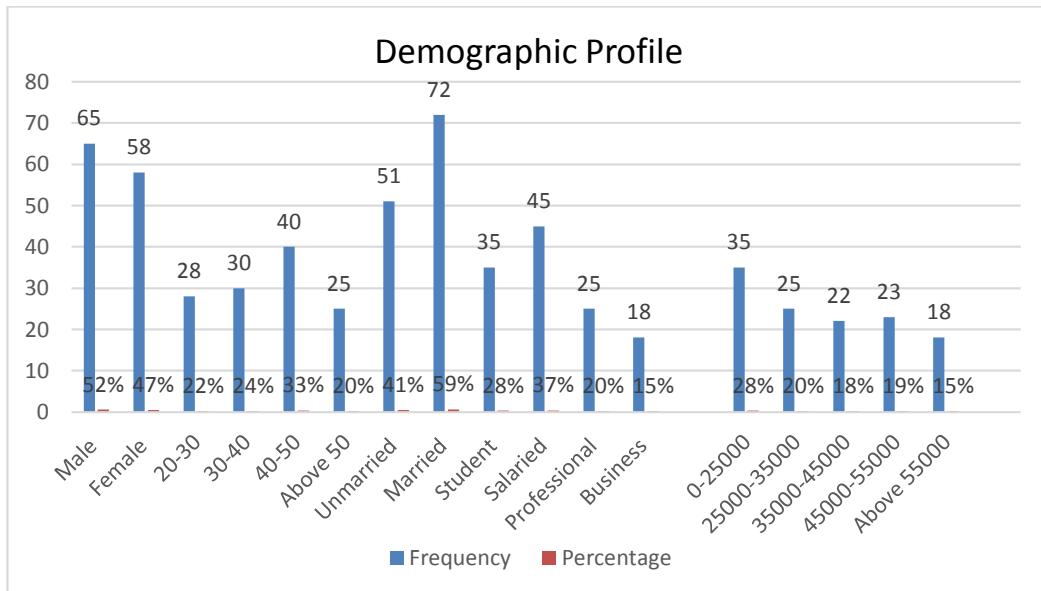


Table – II
Reasons to opt digital marketing by consumers

Reasons	Frequency	Percentage
Information is clear	27	30%
Easy Navigation	19	16%
Easy access of payment mode	17	14%
Easy buying	16	13%
Customer services	16	13%
Delivery status and order summary	14	11%
Refund policies	14	11%
Total	123	100

Source: Primary Data

The table represents that customers are clear with the information(30%) that are available in the digital media , they also feel that it is easy to use(16%), payment mode are flexible and easy (14%), they also feel that buying process and customer services are available easily with 13%. The digital media allows refund policies and shows the order and delivery status to customers with 11%.

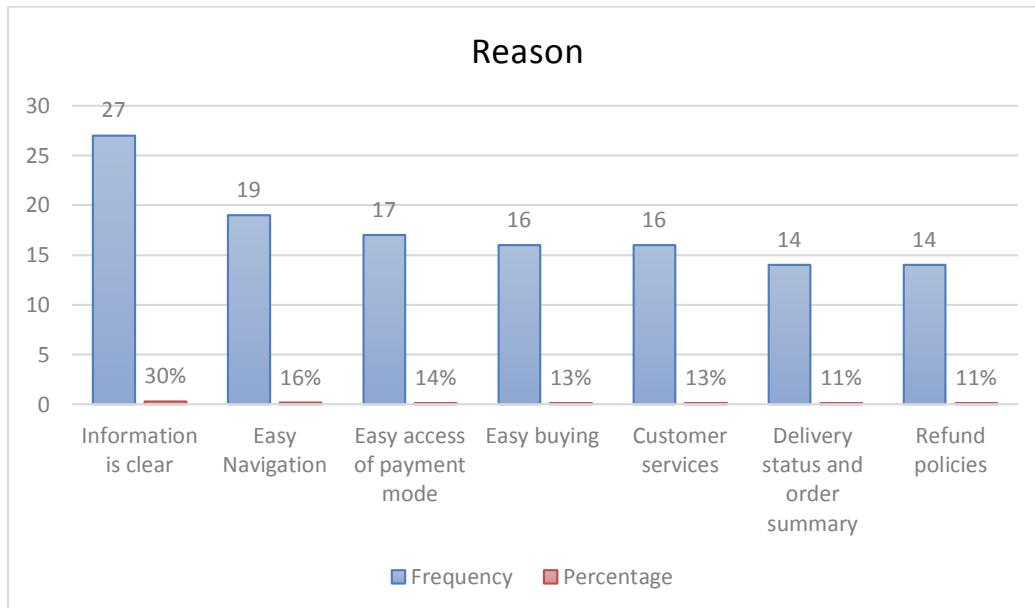


Table – III
Reasons Vs. Level of satisfaction

Reasons	SA	A	N	DA	SDA
Information is clear	22	62	35	3	1
Easy Navigation	27	59	31	4	2
Easy access of payment mode	36	56	22	7	2
Easy buying	29	70	20	2	2
Customer services	17	59	37	8	2
Delivery status and order summary	30	64	22	5	2
Refund policies	18	58	38	6	3

Source: Primary Data

The above table has been analyzed using One-Way ANOVA, from which it is clear that the result of analysis is significant at $P<0.05$. Hence, these factors are responsible for customer satisfaction in Digital Marketing.

Summary of Data						
	Treatments					
	1	2	3	4	5	Total
N	7	7	7	7	7	35

ΣX	179	428	205	35	14	861
Mean	25.5714	61.1429	29.2857	5	2	24.6
ΣX^2	4863	26302	6367	203	30	37765
Std.Dev.	6.9007	4.7056	7.7828	2.1602	0.5774	22.0857

Result Details

Source	SS	df	MS	
Between-treatments	15772.4	4	3943.1	$F = 145.68103$
Within-treatments	812	30	27.0667	
Total	16584.4	34		

The f -ratio value is 145.68103. The p -value is $< .00001$. The result is significant at $p < .05$.

Findings and suggestions of the study

Findings

- Out of 123 respondents, 52% of respondents are male as they mostly prefer digital marketing.
- 33% of respondents falls under the age group of 40-50 as they feel comfortable to go cashless.
- Customers are clear with the information (30%) that are available in the digital media.
- Respondents also feel that it is easy to use (16%), payment mode are flexible and easy (14%)
- Customers are happy with buying process and customer services are available easily with 13%. The digital media allows refund policies and shows the order and delivery status to customers with 11%.

Suggestions

- Since convenience is the major factor to go digital, the e-retailers must ensure that digital process through sites must be made simple and cost effective.
- The e-business people can introduce third party insurance to gain more trust.
- Accuracy in delivery should not be delayed.
- Safety measures can be taken to avoid fraud websites.

Conclusion of the study

From the study, it is concluded that all industries are moving towards digitalization and consumers are also avoiding direct contact with retailers. There are few constraints like time, cost and health issues due to which they prefer. They feel safe and secure to shop from trusted online sites those who give quality of products on packing. They also feel that trusted sites does not involve in fraud acts on payment system. Hence it can be concluded that digital marketing are taking over the traditional marketing in near future through customer satisfaction.

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