

Customer Satisfaction on Digital Marketing

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Abstract

Digital marketing is growing tremendously day by day which makes buying and selling easier. Digital marketing is the utilization of various electronic media by the marketers to promote their products and service in the market. This generation is widely moving towards digital marketing that involves all types of buyers and sellers under one platform. Through digital marketing many customers are repeatedly shopping through online and the retained customers level of satisfaction are known by their reviews. Review helps the other person to choose whether to buy it or not. The study has been conducted to know the level of satisfaction of buyers as well as which factor influences a buyer to buy through digital medium. Marketing has grown world wide and this digital marketing acts as a heart for marketing. Everything is digitalized, even the payment during buying a product and return or exchange is really easy through digital applications. All types of buyers are attracted through offers, discounts and free gifts. The scope for digital marketing will be more and in future buying and selling will be completely processed through digital medium. The major factors influences a buyer to purchase through online is it saves time, all variety of products are available under one platform and it is easy to buy. Digital marketing is very effective and it occupied a very big space in the marketing sector. It makes the purchase easier. Purchase of products through online encourages cashless transactions. For this study 122 respondents from Chennai were considered and surveyed using structured questionnaire. The data collected is analyzed using SPSS. The results of the survey are analyzed using correlation, chi-square and one sample t test paired.

Keywords: Customer satisfaction, Digital marketing, Cashless, Purchase.

INTRODUCTION

Marketing refers to promote and sell the product to customers through different advertising methods. Digital marketing is familiarly called as online marketing. It is the platform to get connected with the potential customers through internet. Digital marketing is used to promote the brands through digital channels. Digital marketing is commonly compared with the traditional marketing. It includes newspaper advertisement, bill boards, pamphlet, television and radio. Awareness of digital marketing is based on the deeper understanding of a person. In current scenario, social media plays a major role in advertising various products, it creates more new entrepreneurs and it gives enormous opportunities to the young generation. Digital marketing helps to identify the new talents by the unique product outcomes. Customers started to adapt for the digital marketing. Digital marketing helps the buyer and the seller to get connected. It attracts the customers through many discounts, cash back offers and gifts. Nowadays, various catchy terms are used to attract the customers. Odd pricing is commonly used to

make the customer to buy the product. Customer's reaction towards online marketing is completely a convivial one. It saves the time of the person. Promotion for various new products is given through social media like Facebook, Twitter, Instagram etc., customers seek to different organic products on the one side and on another end, people tend to choose the products which makes them very attractive. Major popular retailing companies in India are Myntra, Flipkart, Amazon, snap deal, e-bay etc., The important factor that influences a customer to buy through online is compare the different products by being in a same place, it is very easy to use, satisfaction, and finally proper utilization of the source given.

OBJECTIVES

- To analyze the level of satisfaction of buyer towards digital marketing
- To find out the factors which are responsible for a buyer to be satisfied
- To evaluate the link between digital marketing and consumer satisfaction

LIMITATION OF THE STUDY

- (a) This research was carried out in Chennai city so that the results will not be universally relevant
- (b) The accuracy of the study is based on the information given by 122 respondents

REVIEW OF LITERATURE

Sanjay Bhayani & Nishant V. Vachhan (2018) identifies the differences in consumer opinions by differentiating the traditional as well as modern marketing strategies. Internet is the fastest medium to reach all types of consumers in easier way. Consumers are more aware of positive and negative sides of using internet and they know more information related to E-commerce, clear about purchasing preferences. Internet acts as perfect medium for marketing in the current times.

M. Shirisha (2018) has stated that digital marketing is the fastest method to reach all types of buyers and sellers under one platform. As a seller you can reach high number of customers easily through digital marketing. The main advantage of digital marketing is once the order has been placed, customer can monitor it until they reach the product. In digital marketing the customer can view the other customers review on that product and they can also give rating and comment based on their level of satisfaction. So, it makes a customer to decide whether to buy this product or not.

METHODOLOGY OF THE STUDY

Questionnaire

The questionnaire is framed for the research article and it is a structured questionnaire in which all questions are pre-determined before conducting the survey. The form of questionnaire is close ended. Likert-5 point scale: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree is used for the study. The sample size is 122 number of buyers. Statistical used for the research is Statistical Package for Social Sciences(SPSS)

Statistical tests used are

- (a) Chi-square test
- (b) Correlation
- (c) One paired sample t-test

(a) CHI-SQUARE TEST

Delivery status and Order summary * Exchange or Refund Crosstabulation							
Count							
		Exchange or Refund					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Delivery status and Order summary	Strongly Disagree	1	0	0	0	0	1
	Disagree	0	1	0	0	0	1
	Neutral	0	1	17	7	1	26
	Agree	0	5	15	31	11	62
	Strongly Agree	0	1	3	18	10	32
Total		1	8	35	56	22	122

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	163.135 ^a	16	.000
Likelihood Ratio	43.463	16	.000
Linear-by-Linear Association	25.012	1	.000
N of Valid Cases	122		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .01.

INTERPRPETATION

It is analyzed that there is a significant difference between delivery status and order summary and exchange or refund. So, here H0 is rejected and H1 is accepted. It proves that without the delivery status, exchange or refund is not possible.

(b) CORRELATION

Correlations			
		Information	Easy Buying
Information	Pearson Correlation	1	.282**
	Sig. (2-tailed)		.002
	N	122	122
Easy Buying	Pearson Correlation	.282**	1
	Sig. (2-tailed)	.002	
	N	122	122

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

From the above calculation, it is clear that there is a relationship between information and easy buying, the level of significance at the 0.01 which proves that without information a buyer is unable to buy a product. Information details given about the product gives the idea to buyer whether it will be useful for them or it is not necessary to buy. Once the information is clear, a buyer is clear about buying it.

(c) ONE SAMPLE t-test paired

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Payment Mode	3.9754	122	.79734	.07219
	Exchange or Refund	3.7377	122	.86055	.07791

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	Payment Mode & Exchange or Refund	122	.304	.001

Paired Samples Test									
		Paired Differences					T	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Payment Mode - Exchange or Refund	.23770	.97957	.08869	.06213	.41328	2.680	121	.008

INTERPRETATION

It is clearly found with the help of the result shown, it is clear that there is a relationship between Payment mode and Exchange or refund. Here the p value is less than 0.05 which is .008. So, the null hypothesis is rejected and Alternative Hypothesis is accepted.

FINDINGS

By the research, it is found that nearly 75% of the respondents feel that the information given in the digital platform is very useful to buy their needs. With the help of the information given in digital platform makes the buyer to buy a product easily. It is found that nearly 60% of respondents felt that the customer service is good and they agree for it. Most of the buyers response for delivery status and order summary is agreeable which helps the buyer to track the product. As the payment method is very convenient, buyer can make their payment on their convenience. Exchange or refund is also possible which can also be accessible by the buyer and many of the respondents agree with it. The major factor that influences the buyer to buy a product through digital medium is that all the products are available under one platform and it saves the time of a buyer.

SUGGESTIONS

The main suggestion is not to exaggerate about the product in digital medium, information given about the product must be true. Very few respondents felt that the product does not match with the information

given. At the same time on the part of customer services, few respondents felt that the customer service is not satisfied. Nowadays, digital marketing is familiar and many people started buying through internet which is very useful to all types of buyers as well as sellers. In future digital marketing may have an important role in marketing.

CONCLUSION

This study has attempted to identify the level of satisfaction of customer related to information, easy buying, delivery status, customer service and exchange or refund. Digital marketing has more advantages as well as disadvantages, many buyers are clear about buying a product through internet. It saves the time of a buyer where they can make order, track till delivery of the product and they can pay according to their preference. The average number of buyers are choosing to buy through online where they can view several number of items and they can compare from one place itself. In Future buying and selling may be completely occupied by digital marketing.