

Study on Customer's Perception towards a Digital Marketing Company

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Abstract: Digital marketing is also known as Internet (or) Online advertising, it is a form of marketing and advertising that involves sending promotional marketing messages to customers through the Internet. Email marketing, search engine marketing (SEM), Social media marketing, a variety of display ads (including online banner ads), and smartphone advertising are all part of it. Internet advertising, like other types of advertising, often includes both a publisher and an advertiser. The publisher incorporates ads into its online material, and the advertiser produces the advertisements to be shown on the publisher's content. Advertising agencies who help to create and position ad copy, an ad server that produces the ad and records statistics, and advertising associates that do in-dependent promotional work for the advertising company all are possible participants. And in this study the Perception of the customer is to analyse that how they satisfied about the work of the company that they designed the digital marketing product for an organization or customer for digital advertising purpose and for promotion purpose to market their product or brand to advertise on the market to attract customers. From this study the effectiveness of the digital marketing is to analyse, and the effectiveness & customer's satisfaction level are to be analysed among the phoenix digital marketing company's customer. The data are to be collected by using Google form and various kind of analysis is to be used and analysed by using SPSS Software.

Key Words: Digital Marketing, Customer's Perception, Satisfaction level on digital marketing

1. Introduction

Online Marketing is the art and science of selling digital networks, such as the internet and cellular phone networks, for goods and services. In every business area, online marketing is becoming a hot subject, increasingly playing a very important role in the multi-channel marketing strategy of any organization. It uses the internet to provide customers with promotional ads. It includes email marketing, marketing for search engines, marketing for social media, several forms of display ads (including advertising for web banners), and smartphone advertising. Like other advertising media, online advertising frequently involves both a publisher integrates advertisements into its online content, and an advertiser provides advertisements to be displayed on the publisher's content. Advertisements to be displayed on the publisher's content are another potential participant. Other possible participants include advertising agencies that help to produce and position advertising copies, an advertising server that produces advertising technologically, and monitors statistics and advertising associates that do the advertiser's independent promotional work.

2. Customer's perception towards a phoenix digital marketing

The purpose of the study is to know the customer perception, preference & satisfaction of the consumer in digital marketing. For every company, marketing is the most significant factor. Consumers and corporations alike have been affected by the digital revolution. Technology and the way it is used have changed significantly over the past decade. Marketing has also been transformed into digital technology. It may raise awareness of a brand or company, highlight the advantages or importance of its products to attract sales or help to alter a company's profile. This research would also assist management in realizing and understanding the level of knowledge and satisfaction of digital marketing businesses.

3. Scope & importance of the study

This study is conducted among the customers of Phoenix Marketing. And to know about the perception towards the company and know their satisfaction level among the company. This study is also useful for the company to develop marketing strategies to enhance its market position among their segment.

4. Objectives

- a) To study on customer's Perception towards a Phoenix Digital Marketing Company
- b) To know the effectiveness of digital marketing

- c) To find out the effectiveness and satisfaction level of users

5. Review of literature

[1] Consumer behaviour toward online marketing, as well as providing E-marketers with a structural framework for their E-business strategies the specific goals of this research are to learn about consumers' product awareness and perceptions. Services on the internet, to understand how the internet functions as a hub for various products and services, to comprehend how the internet reduces uncertainty in the purchase decision, tends to result in a satisfied customer. [2] Most advertisements do catch users' attention, and people tend to buy products they need but also buy things they do not need, recognized factors include: Informative, recall, privacy, perceived interactivity, visibility, and planning are all factors to consider. [3] Customer Perceptions of Online Purchase and Digital Marketing, to determine the level of customer awareness of online shopping in the Coimbatore region, and to identify the source that influences consumers to buy online. [4] Consumers have recently shifted to digital marketing channels. With the help of digital channels, digital marketing now plays a significant role in society. Through digital marketing channels, digital marketing assists customers in meeting their needs. [5] Consumer's perception of FMCG marketing. When studies on the subject were conducted, it was discovered that most consumers thought cause-related marketing was important and that it did influence their purchasing decisions. [6] Digital marketing is an important part of today's competitive world. It is regarded as a new form of marketing that has created new opportunities for businesses to conduct business 24 hours a day, seven days a week. It is favourable to make direct contact with the individual. The study was carried out to learn about customer awareness of digital marketing and their level of satisfaction with digital advertisements on consumer goods. [7] Online businesses can do business at a lower cost by using customer perception as their marketing platform. As a result, the government was required to assist this online business to provide the proper business courses and to comply with the law. The study's implications would provide a larger picture in business. Although online businesses are still in their infancy, given the opportunity to learn the fundamentals of business and with proper guidance, they will have a future and can be expected to grow to the next level. [8] Companies that sell goods and services directly to consumers, as well as those that operate on a business-to-business basis, use online marketing. Online marketing refers to the techniques that a business can use to market, promote, and advertise their products, services, or brand on the World Wide Web. [9] Customer Relationship Management, in fact, ensures customer loyalty as well as the organization's profitability. Any company is recognised by its brand, and a brand is successful if customers follow it in a real sense. The current study is based on an examination of the relationship between Customer Relationship Management maintenance and brand loyalty. [10] Digital advertising has a greater impact than traditional advertising. Digital advertising is agreed to be more informative than traditional advertising, whereas traditional advertising is thought to be more credible in eliciting a positive attitude toward advertisement.

6. Research methodology

The study is to analyze the perception of customers and this study will be helpful for better understanding about the customer's satisfaction level and effectiveness of digital marketing. For an investigation collected samples on phoenix marketing customers. From that it is a Probability sampling in which "Judgmental Sampling Technique" were used, the sample members are chosen only on the basis of the digital marketing customers. The Sampling Profile are Chosen only on the customers of phoenix marketing. The data were collected through questionnaire belonging to customers of phoenix marketing company. The Descriptive data Analysis method was used to find out the overall view & attitude of the sample investors. The data are further referred & analyzed from journals, websites and SPSS and analyzed results & findings are interpreted.

7. Analysis and interpretation

7.1 Gender

The gender of the customer has their own satisfaction level on the digital marketing works, so the gender plays a major role. The gender of the organisation's customer is illustrated on Table 1

| Gender | Frequency | Percentage |
|--------|-----------|------------|
| Male | 92 | 89.3 |
| Female | 11 | 10.7 |
| Total | 103 | 100 |

Table 1 Gender of the Customers

Table 1 shows that there are 89.3% of customers are male (i.e.,) nearly 90% of the customers are male only 10.7% of customers are female. So, the digital marketing customers are mostly male customers.

7.2 Age

The age also plays a major role here because it represents whether a youngster or an experienced man is more interested on digital marketing.

| Age | Frequency | Percentage |
|----------------|-----------|------------|
| 21 to 25 Years | 14 | 13.6 |
| 26 to 30 Years | 29 | 28.2 |
| 31 to 35 Years | 22 | 21.4 |
| 36 to 40 Years | 18 | 17.5 |
| 41 to 45 Years | 13 | 12.6 |
| Above 45 Years | 7 | 6.8 |
| Total | 103 | 100.0 |

Table 2 Age of the Customers

Table 2 represents the age of the customers from that it interprets which age group is more interested on digital marketing is reflected whether a youngster or an experienced person is interested. From the table 2 the majority of the age group are from 26 to 30 years age group which clearly reflects that only the youngsters are more interested on digital media marketing.

7.3 Organization type

There are two types of organization which is product and service based one. The customers are either from product based or from service based both the organization customer can market their product through digital platform from which table 3 represents the both product and service-based organizations

| Organization type | Frequency | Percentage |
|-------------------|-----------|------------|
| Product Based | 56 | 54.4 |
| Service Based | 47 | 45.6 |
| Total | 103 | 100.0 |

Table 3 Organization type

From the above table 3 it represents that most of the digital marketing customers are from product-based organisations which is 54.4 % so the service-based organisations are not least they are standing nearer to product-based industries that is 45.6%

7.4 Organization Size

From that the customers are from different Organisation size the table 4 represents the percentage on the customers from different organization size

| Organization Size | Frequency | Percentage |
|-------------------|-----------|------------|
| Small | 46 | 44.7 |
| Medium | 44 | 42.7 |
| Large | 13 | 12.6 |
| Total | 103 | 100.0 |

Table 4 Organization size

From the above table 4 the majority of the customers are from small scale organisation which is 44.7% and the less numbers are from Large Scale organisations which is 12.6%

7.5 Years of experience in businesses

The table 5 represents that how many years the customers was there in their businesses which represents their very own experience in the business

| Years of Experience in businesses | Frequency | Percentage |
|-----------------------------------|-----------|------------|
| Less than 1 Year | 2 | 1.9 |
| 1 to 5 Years | 44 | 42.7 |
| 6 to 10 Years | 16 | 15.5 |
| More than 10 Years | 41 | 39.8 |
| Total | 103 | 100.0 |

Table 5 Years of Experience in businesses

From the above table 5 it represents the customer’s years of experience in their businesses, from that customer with 1 to 5 years of experience has the majority of 42.7% then the customer with more than 10 years of experience in the field has 39.8%, the fresher or the customer with the experience of less than 1 year has least number of 1.9%

7.6 Organization Existing Year

The table 6 represents the organisation existing years in their fields which the customers are working in the organisation

| Organization Existing Year | Frequency | Percentage |
|----------------------------|-----------|------------|
| Less than 1 Year | 4 | 3.9 |
| 1 to 5 Years | 34 | 33.0 |
| 5 to 10 Years | 20 | 19.4 |
| More than 10 Years | 45 | 43.7 |
| Total | 103 | 100.0 |

Table 6 Organisation existing year

From the above table 6 the customers are working in the organisation which is existing more than 10 years in their field of 43.7% and the least of Less than 1 year with 3.9%

7.1.1 Chi square test

7.1.1 Chi square test on Organisation size with reach on digital marketing that expected

Null Hypothesis (H₀): There is no significant difference between organisation size and reach on digital marketing that expected

| Chi-Square Tests | | | |
|------------------------------|--------------------|----|-----------------------|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 3.154 ^a | 6 | .789 |
| Likelihood Ratio | 3.481 | 6 | .747 |
| Linear-by-Linear Association | .040 | 1 | .841 |
| N of Valid Cases | 103 | | |

Table 7 Organisation size with reach on digital marketing that expected

The above table which represents the difference between organisation size with reach on digital marketing that expected from that significant value is 0.747 so there is null hypothesis is rejected, there is no significant relation between organisation size and reach on digital marketing that expected.

8. Suggestions

- i. In today’s world the youngsters are more interested in digital marketing so the middle age group and the experienced customers are need to concentrate more on today’s trending marketing way on digital marketing
- ii. The male customers are mostly concentrating on digital marketing if the female customers also concentrate on digital marketing, then the reach on digital marketing will go high.
- iii. The experienced and old organisation are concentrating on digital marketing. If the start-up organisation is concentrating more on digital marketing, then their growth will grow in high speed.

iv. Only small and medium organisation are concentrating more on digital marketing because the large companies has only a smaller number of competitors, if the large companies also concentrate more on digital marketing then they will be monopoly in their segment.

v. The service-based organisation's products are intangible so the service-based organisation also need to concentrate more on digital marketing.

9. Conclusion

The purpose of this study is to learn about people's perceptions, preferences, and satisfaction with digital marketing by using a digital marketing company. This study helps to determine business people's awareness of upcoming marketing technologies, as well as which type of digital marketing they prefer and their level of satisfaction when compared to traditional methods. This study exposed that most of the business people are aware of digital marketing tools. In which this study easily understands about the customers and the customer's perception over the digital marketing company.

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