

A Study On Customer Satisfaction On Online Marketing In Chennai City

Dr.D.DURAIRAJ* PRINCY J**

**(Asst.Professor, Department of Commerce, Faculty of science and humanities,*

SRM Institute of science and Technology, kattankulathur)

*** (Research scholar, Department of Commerce, Faculty of science and humanities,*

SRM Institute of science and Technology, kattankulathur)

ABSTRACT

As our prime minister of India stated that, the people of the government of India to move on the cash less economy, in connection with the above statement, the companies are selling their product through online and also they are encouraging or attracting the customer to buy a product through online. In this regard in present days online marketing is emerging one. The online marketing is growing rapidly in India with fast pace. Many companies are using online market to sell their product in Tamilnadu, not only in Tamilnadu all over the India, the companies like Snapdeal, Amazon, flipkart club factory and so on, so this study reveals that few information about satisfaction of the online customer in Chennai city.

Key words: Customers, Online marketing, Satisfaction, Chennai

STATEMENT OF PROBLEM

The growth in online marketing in the past decade has been phenomenal in India. In the current scenario many people are tipping towards online marketing because of its convenience and easy for the customer even the competitive advantages the companies are trying to give home delivery. 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.

In this study try to 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

trust matters or not in online marketing and understanding risk perceptions in online marketing in Chennai. Hence this study has been made an attempt to analyses the customer satisfaction in Chennai city.

OBJECTIVE OF THE STUDY

To understand the buying behavior and pattern of customers towards online shopping

REVIEW OF LITERATURE

Smith (2012) carried out a longitudinal study over 3 years (2009 through 2012) in a millennial group (students of the age group 19-23 years) in a prominent university in the USA. Gender ratio was approximately 44:56 (male to female). The research was carried out in a Behavior Lab setup by surveying the millennial group and data was captured over these years as they would respond to live digital marketing incidences on internet (likes of Google, YouTube, Blogs etc. and also email updates).

Minton, Lee, Orth, Kim and Kahle (2012) did this very interesting research on sustainable marketing and social media, involving cross-culture populations (subjects) to analyze motives for sustainable behaviours. South Koreans representing collectivist culture and USA, Germany being more of individualistic culture, were studied based on their usage of Facebook and Twitter with regard to motives for sustainable behaviours. Using Kelman's (1958) functional motives as basic theoretical foundation, online survey method was used to cover the subjects belonging to different cultures. The conceptual model for this study tried to analyse how functional motives (responsibility, involvement and internalization) influence the sustainable behaviours such as, recycling behaviours, organic food purchase, green transport use, anti-materialistic views, and charity. It was found that involvement motives lead to recycling behaviours and green transportation use for all countries.

Bacile, Hoffacker and White. (2014) in this qualitative research based onnetnographic'approach (a nonintrusive ethnographic study on the internet) attempts to explore as to, which aspects of social media service encounters on a brand's social media pages influence consumers in a manner similar to marketing communications.

V. Tripathi (2016), in his study clearly mentioned that the online Marketing is fast developing in front of our eyes and it is almost impossible to reject and hide from this new form of media. It is true statement because at present there are lots of online marketing companies are exist. “This shift in consumer influence indicates a need and an opportunity for companies to reprioritize the mix of communication channels they use to reach their consumers”. The study discusses the attitude of teens towards brand selection due to Online Marketing comprising apparel market in India. The study is exploratory in nature. The research uses content analysis to conduct the research. This research is divided in three parts to understand The Impact of Online Marketing on Brand Selection by Teenagers. 1) Strategy behind Online Marketing to Teenagers. 2) Role of Online Marketing on Teenagers in Brand Selection .3) Benefits and worries of Online Marketing on Teenagers.

RESEARCH METHODOLOGY

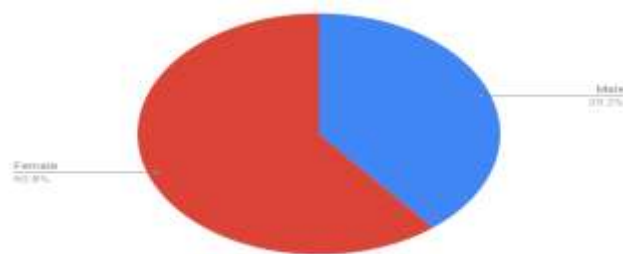
The study comprises both primary data and secondary data, the primary data were collected by using questionnaire, and the secondary data were collected through the books, journals, magazine and the like

SAMPLING SIZE

For the data collection purpose the researcher identified 260 respondents in Chennai city by using judgment sampling method.

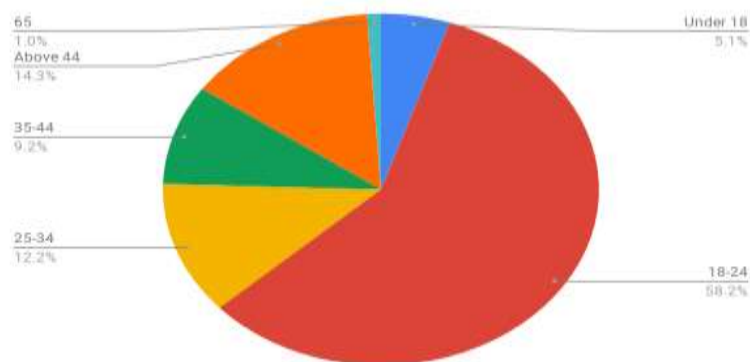
LIMITATIONS OF THE STUDY

1. The study is confined to Chennai city only
2. The study is based upon the consumer opinion of online marketing; the opinion is May or may not be correct.
3. The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true

ANALYSIS AND INTERPRTETION**CHART 1: GENDER WISE CLASSIFICTAION OF THE RESPONDENTS**

Source: Primary data

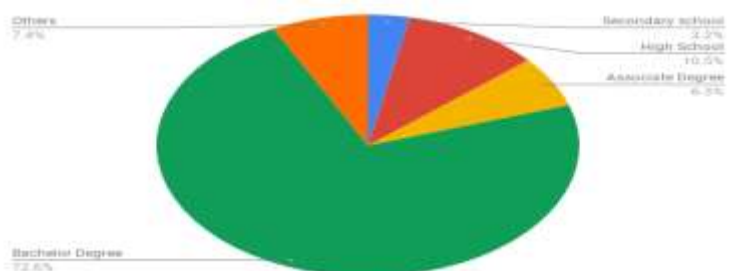
From the survey it was found that majorly 60.8% of the respondents are male whereas the remaining 39.2 % of the respondents are female. No third gender is given their opinion hence it was ignored.

CHART 2: AGE WISE CLASSIFICATION OF THE RESPONDENTS

Source: Primary Data

the diagram it is inferred that 5% of the respondents comes under the category of below 18 year of old, 57% belong to 18-24 years, 12% comes under 25-34, 9% of the respondent are belong to 35-44 age group, 14.4 % of the respondents belong to above 44 years.

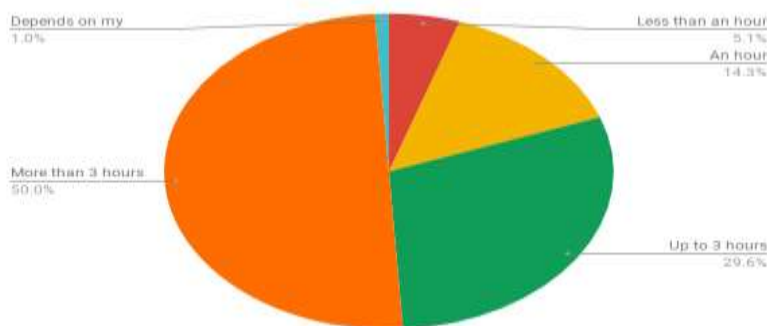
CHART 3: EDUCATION WISE CLASSIFICATION



Source: Primary data

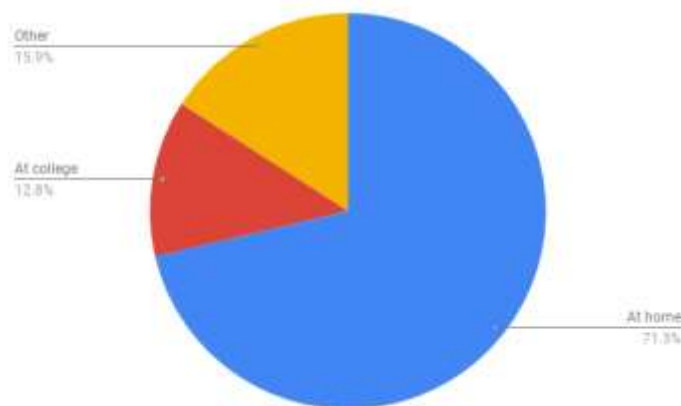
It is inferred that 3.2% of the respondents they were studied upto the secondary school, 10.5% from higher secondary, 6.3% pursuing their associate degree, 72.4% pursuing their bachelor degree and the remaining 7.4% pursuing other professional courses.

CHART 4: TIME SPEND WISE CLASSIFICATION



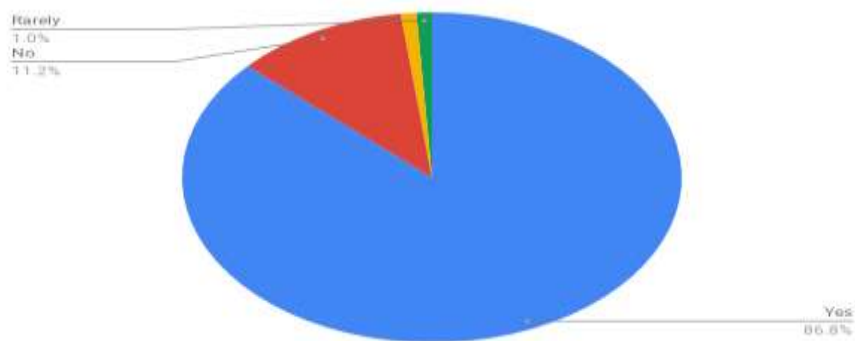
Source: Primary Data

From the above chart explain that 5.1% of the respondents spent less than an hour, 14.3% spent an hour, 29.6% spent up to 3 hours, and 50% spent more than 3 hours and remaining one percentage of respondents said that they were used depending on their mood.

CHART 5: USAGE WISE CLASSIFICATION

Source: Primary Data

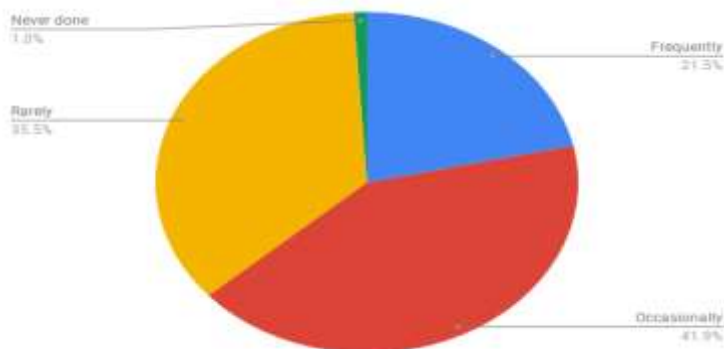
From the above chart portraits that 71.3% use internet were using at home, 12.8% use at college, Remaining 15,9% use at other places.

CHART 6: ONLINE SHOPPING BASED CLASSIFICATION

Source: Primary Data

The researcher interpret that based on the analysis 86.2% has opted for the option yes, 11.2% opted for no and both sometimes and rarely are being opted by 1% of the total respondents.

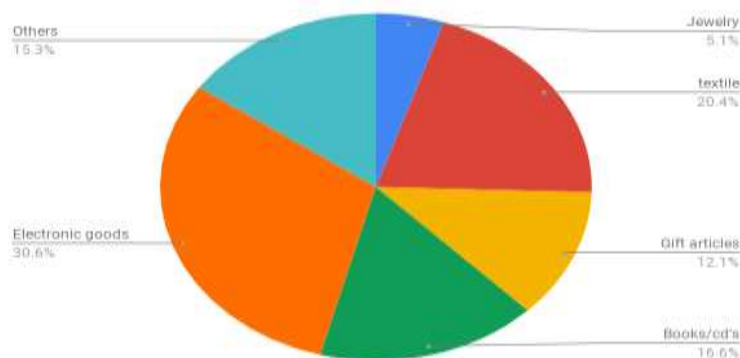
CHART 7: NUMBER OF TIMES PURCHASED CLASSIFICATION



Source: Primary Data

From the above diagram elucidates that 41.9% and 35.5% are the occasionally and rarely users. However, 21.5% of the respondents are frequent users of online shopping and remaining 1% has never done only at the free time whenever they feel .

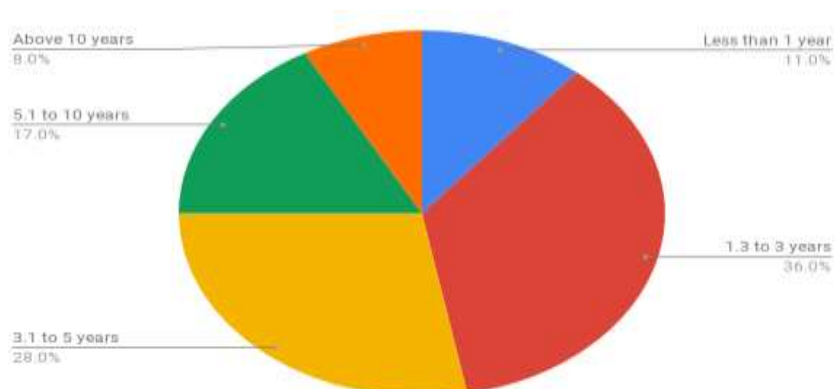
CHART 8: PRODUCT PURCHASED BASED CLASSIFICATION



Source: Primary Data

From the above chart enumerate that 8.7 % purchase jewelers, 34.8% purchases textiles, 20.7% prefer gift articles, 28.3% prefer books/cd's majorly the respondents are (52.2%) prefer electronic goods and the remaining 26.1% prefer other products.

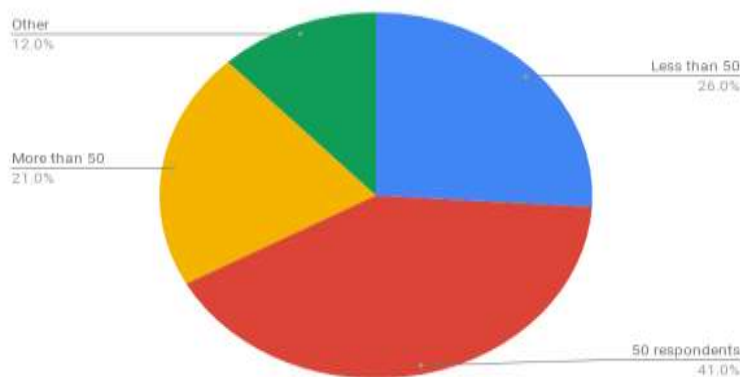
CHART 9: USAGE WISE CLASSIFICATION OF THE RESPONDENTS



Source: Primary Data

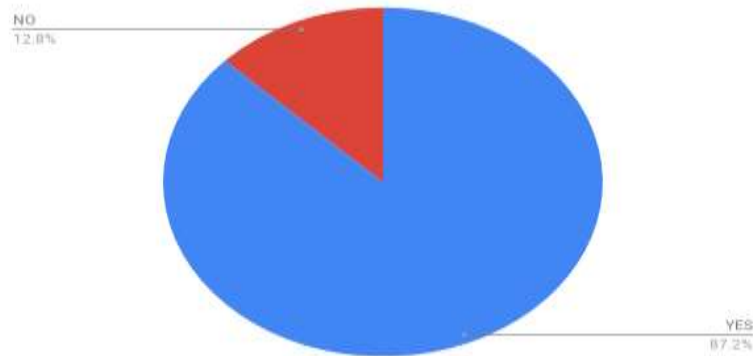
36% of the respondents used digital marketing for the website optimization for international business for 1-3 years, 28% of the respondents used digital marketing for the website optimization for international business for 1-5 years Therefore, most of the respondents used digital marketing for the website optimization for international business for 1-3 years.

CHART 10: CHOICE WISE CLASSIFICATION OF THE RESPONDENTS



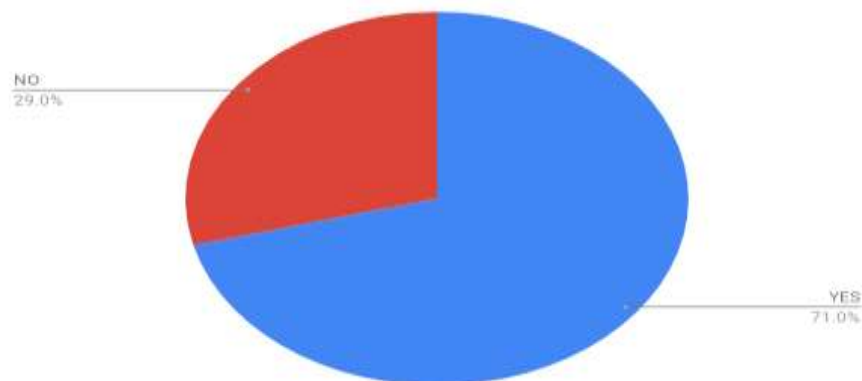
Source: Primary Data

41% of the respondents mention that 50 respondents getting their leads or customers, 26% of the respondents mention that less than 50 respondents getting their leads or customers Therefore, most of the respondents mention that 50 respondents getting their leads or customers

CHART 11: CLASSIFIED BASED ON PRODUCT RATING PREFERENCE

Source: Primary Data

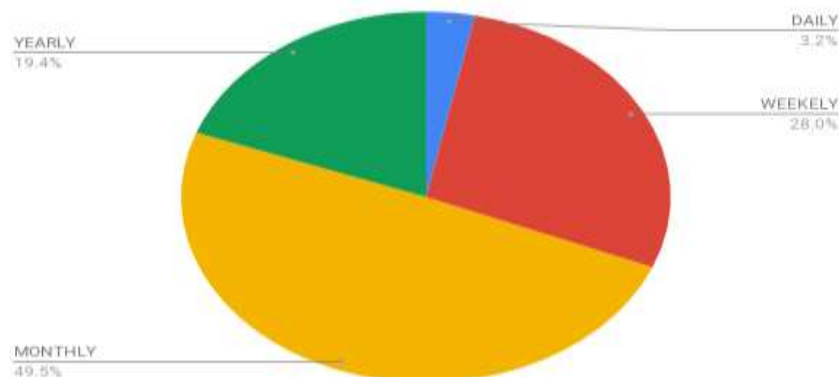
It is interpreted that 87.2% of the respondents chose yes over the 12.8% of respondents who chose NO. Because whenever they required the products they may buy the products not based on the products.

CHART 12: CLASSIFIED BASED ON SELLER RATE

Source: Primary Data

From the above chart researcher can interpret that 71% of the respondents prefer a yes and remaining 29% prefer a no.

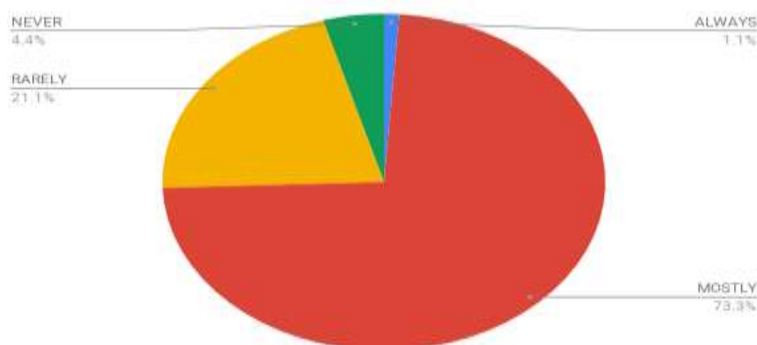
CHART 13: TIME SPENT IN THE INTERNET FOR BUYING A PRODUCTS



Source: Primary Data

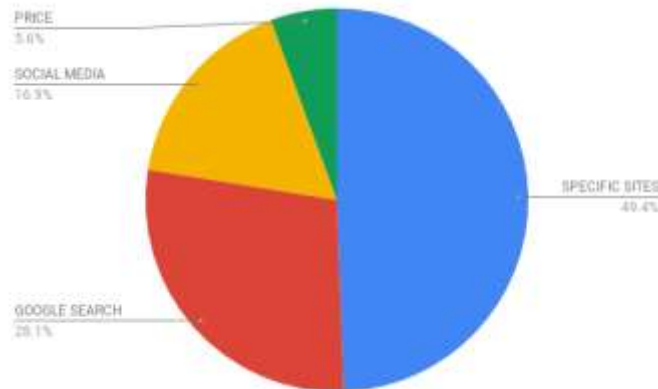
From the above diagram interpret that 3.2 % use on a daily basis, 28% use on a weekly basis , majorly 49.5% use on a monthly basis and 19.4% use on a yearly basis.

CHART 14: CLASSIFICATION BASED ON REQUIMENT



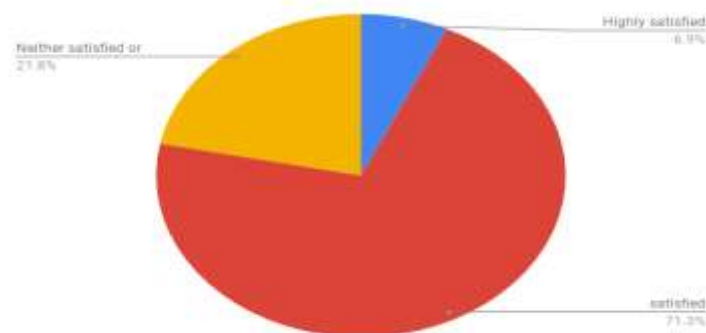
Source: Primary Data

It is interpreted that very less one perecent of the respondent's requirements are said that the requirement was fulfilled, majority of the respondent (73.3%) are mostly completed. Remaining 21.1 % are rarely met and finally 4.4% are never completed.

CHART 15: CLASSIFIED BASED ON EXPLORATIONS

Source: Primary Data

From the above chart we can interpret that 49.4% is for specific sites they were used, 28.1% of the respondent were used google search engine, 16.9% is for social media and remaining 5.6% is for price aggregator.

CHART 16: CLASSIFIED BASED ON SATISFATION ON ONLINE MARKETING

Source: Primary Data

It is interpreted that 7% of the respondents were highly satisfied, 72% of the respondent were satisfied and remaining 21% are neither satisfied nor dissatisfied.

FINIDINGS OF THE STUDY

1. Most of the respondents belong to the category of 18-24 years
2. The study included the majority of the respondents (72.6%) were hold their bachelor's degree
3. Upto 50% of the respondents from the total time spend the more than 3 hours on the internet.
4. About 71.3% of the respondents use internet from home.
5. Large majority of the respondents were (i.e 86.7%) buying through online in this study.
6. Upto 41.9% of the respondents occasionally shop online.
7. Electronic goods are mostly purchased product from online.
8. For 87.2% of the respondent's product ratings do matter
9. For 71% of the respondent's sellers rate does matter.
10. 49.5% of the total respondents spend monthly on online shopping
11. Upto 73.3 % believe that online shopping mostly fulfil their requirements
12. For most of the respondents i.e. 40% believe share of information's and accuracy to be the vital part in online marketing.
13. From the total respondents majority of them (72%) were satisfied in the online marketing.

RECOMMENDATIONS

- 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

Through this study, the researcher comes to conclusions that different studies and different analysis stated that Online marketing is a vast term for the marketing of goods used by the companies to sold out their products by using digital technologies, mainly in internet, this study has been undertaken to understand the overall effectiveness of the online marketing among customers in Chennai city. For this purpose, responses from the respondents of all age groups using online marketing have been collected and analyzed. Hence the online marketing companies are providing better services to the customers still there are some hurdles like time delay, quality of materials, and poor response from the customer care and so on. Once short out these problems by the particular companies, the online marketing is overruling the traditional marketing.

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