

## **IMPACT ON CUSTOMER CONCEPTUALISATION IN DIGITAL MARKETING WITH HOUSEHOLD PRODUCT IN TIRUNELVELI CITY**

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### **ABSTRACT**

Today people are buy any product in digital wise that is online shopping it is the one of the marketing strategic used by the business man because the online shopping is easy to people to buy any product. Corporations started selecting online methods, such as database marketing, rather than limited list broker. Manufacturing also use the internet to carry, interconnect and distribute evidence, to trade the products, to take feedback and also to conduct satisfaction surveys with customers. Consumers use the internet not merely to purchase the produce online, but also to link prices, product features and after sale service services they will receive if they purchase the product from a particular store.

**Keyword:** Online Shopping, Business, Marketing, Customers, Internet.

### **1. INTRODUCTION**

The marketing is buy and sell in digital ways is called digital marketing. but also comprising mobile phones, display advertising, and any other digital medium. It is also referred to as 'online, internet and web advertising. The term digital marketing has grown-up in approval done period. Business started selecting online methods, such as database marketing, rather than imperfect list broker. This kind of databases allowed companies to track customers' information more effectively, thus transforming the association between buyer and seller. However, the manual process was not so efficient.

### **2. OBJECTIVES OF THE STUDY**

The study is undertaken with the following objectives:

- To know the consumers awareness about the products available in internet.
- To know the consumers perception about the products and services provided on internet.
- To identify the consumer satisfaction towards digital marketing.
- To know the consumer preference towards digital marketing sites.

### **3. REVIEW OF LITERATURE**

- **G.T.Waghmare (2012)** in his articles entitled “Electronic Commerce” pointed out that various kingdoms in Asia are taking advantage of e-commerce through opening up, which is essential for promoting competition and diffusion of Internet technologies.
- **Gangeshwer (2013)** in his articles entitled “E-Commerce or Internet Marketing” analyzed that Digital marketing technologies permit the customers to keep on with the company information rationalized.
- **Gregory Karp (2014)** in his articles entitled “Marketing” analyzed that Digital marketing customers can way in internet at any place whichever time and companies are constantly updating information regarding their goods or services. Customers know how to visit company’s website, examine with reference to the products and make online purchase and afford feedback. Consumers get complete information related to the products or services.

### **METHODOLOGY**

This section describes the methodology which includes collection of data, construction of questionnaire and framework of analysis.

### **COLLECTION OF DATA**

Both primary and secondary data used. The primary data have been collected directly from the buyer of electronic products through on questionnaire. Secondary data have been collected from standard books, articles, magazines, encyclopedia and internet.

### **PRIMARY DATA**

The study mainly based upon the primary data. Interview schedule method is used to collect the data from the respondents. Sample sizes of 275 respondents have been appended in the research report.

### **SECONDARY DATA**

To substantiate and to support the primary data required particular have been gathered by referring the reputed journals, magazines, standard newspaper and book. Some of the information has been gathered from authorized web source.

**4. ANALYSIS AND INTERPRETATION****TABLE NO 1  
SOCIO ECONOMIC PROFILE**

| <b>GENDER</b>           | <b>NO OF RESPONDENT</b> | <b>PERCENTAGE</b> |
|-------------------------|-------------------------|-------------------|
| Male                    | 152                     | 55                |
| Female                  | 123                     | 45                |
| <b>Total</b>            | <b>275</b>              | <b>100</b>        |
| <b>AGE WISE</b>         |                         |                   |
| Below 25 years          | 59                      | 21.45             |
| 25-35 years             | 79                      | 28.73             |
| 35-45 years             | 53                      | 19.27             |
| 45-55 years             | 48                      | 17.45             |
| Above 55 years          | 36                      | 13.10             |
| <b>Total</b>            | <b>275</b>              | <b>100</b>        |
| <b>MONTHLY INCOME</b>   |                         |                   |
| Below Rs. 10,000        | 23                      | 8.36              |
| Rs. 10,001 - Rs. 20,000 | 41                      | 14.91             |
| Rs. 21,001 - Rs. 30,000 | 89                      | 32.36             |
| Rs. 31,001 - Rs. 40,000 | 63                      | 22.91             |
| Above Rs.40,000         | 59                      | 21.45             |
| <b>Total</b>            | <b>275</b>              | <b>100</b>        |
| HSC                     | 18                      | 6.54              |
| Graduate                | 68                      | 24.73             |
| Post Graduate           | 87                      | 31.64             |
| Professionals           | 79                      | 28.73             |
| Others                  | 23                      | 8.36              |
| <b>Total</b>            | <b>275</b>              | <b>100</b>        |

Source: Primary data

Table 1 shows that out of 275 respondents 55 percentage of the respondents are male, and 28.73 percentage of the respondents are under below 25-35 years, and 32.36 percentage of the respondents are under monthly income of 21,001- 30,000. 28.73 percentage of the respondents are professionals.

**GENDER OF THE RESPONDENTS AND THEIR BUYING FREQUENCY FROM ONLINE**

H<sub>01</sub> –There is no significant association between gender of the respondents and their buying frequency from online

**TABLE NO 2**  
**GENDER OF THE RESPONDENTS AND THEIR BUYING FREQUENCY FROM ONLINE**

|                    |        | BUYING FREQUENCY FROM ONLINE |         |                       |             | TOTAL |
|--------------------|--------|------------------------------|---------|-----------------------|-------------|-------|
|                    |        | WEEKLY                       | MONTHLY | 6 MONTHS ONCE         | ONCE A YEAR |       |
| <b>Gender</b>      | Male   | 39                           | 51      | 29                    | 33          | 152   |
|                    | Female | 23                           | 45      | 24                    | 31          | 123   |
| Total              |        | 62                           | 96      | 53                    | 64          | 275   |
| CHI-SQUARE TESTS   |        |                              |         |                       |             |       |
|                    |        | VALUE                        | DF      | ASYMP. SIG. (2-SIDED) |             |       |
| Pearson Chi-Square |        | 12.022 <sup>a</sup>          | 3       | 0.013                 |             |       |

The value of chi-square is 12.022 (df = 3) and associated significant value is 0.013 (which is greater than 0.05). Therefore, the null hypothesis is rejected. Hence there is significance association between gender of the respondents and their buying frequency level from online of digital marketing. So it can be concluded that respondents' frequency level of buying frequency level from online of digital marketing is vary according to gender wise. From the above cross table clearly explained that male and female respondents' buying frequency level from online of digital marketing is not same.

#### **PROBLEMS OF BUYING ELECTRONIC ITEMS IN ONLINE**

H<sub>02</sub>– There is no significant mean rank difference between gender of the respondents and their problems of buying electronic items in online

**TABLE NO 3**  
**MANN WHITNEY U TEST TO COMPARE THE**  
**(GENDER WISE) GROUPS' SCORES OF PROBLEMS OF BUYING ELECTRONIC**  
**ITEMS IN ONLINE**

| PROBLEM VARIABLE | GENDER | MEAN RANK | SUM OF RANKS | MANN-WHITNEY U | WILCOXON W | Z     | ASYMP. SIG. (2-TAILED) |
|------------------|--------|-----------|--------------|----------------|------------|-------|------------------------|
| Product Range    | Male   | 134.45    | 20472.00     | 13743.00       | 20472.00   | 3.948 | 0.004                  |
|                  | Female | 162.06    | 34930.00     |                |            |       |                        |

For product range, an examination of the findings in the above table reveals the results of Mann Whitney U test for the product range influences to the respondents in the Male and Female groups show no statistical difference ( Z = 3.948; p=0.004 >0.05). The rank average of the male group respondents was 134.45, while the respondents in the female group had a score rank average of 162.06. The close rank averages of the groups' score on product range influence indicate that the both male and female respondents are relatively same level influenced by product range availability in the online store.

## 5. FINDINGS

- Majority 55 percent of the respondents are male.
- Majority 28.73 percent of the respondents belong to the age group of 25 – 35 years.
- Majority 63.64 percent of the respondents are married.
- Majority 31.64 percent of the respondents are Post Graduate
- Majority 32.36 percent of the respondents under the income level ranging from
- Majority Rs.21, 000 - Rs.30,000. Majority 28.73 percentage of the respondents is professionals.
- There is major significant association between gender of the respondents and their buying frequency from online is not same.
- There is no significant mean rank difference between gender of the respondents and their problems of buying electronic items in online is relatively same.

## 6. SUGGESTIONS

From the study the following suggestions are made.

- If go for digital marketing, always better to deal with the companies which are known to us. Sometimes tend to deal with unfamiliar companies. In such circumstances it can do few things so as to ensure the creditability of the company. Also ensure that we get satisfied with their answers.
- Good online merchants have cut out privacy and security policies so as to built the customer confidence. Check whether the website contains these policies. However kept in mind that these policies can be changed at varied circumstances.
- Credit card transactions are considered safest while doing digital marketing. All the other modes have limitations or in risk of malpractices.
- Sometimes few companies ask many questions for the purpose of marketing. It can avoid answering questions it feel uncomfortable to answer. If the websites keep on insisting answering those questions, it is better to avoid shopping from that site.
- Watch out for extra ordinary claims or unbelievably low prices for the product with a critical eye. Suggested to approach cautiously in such cases.

## 7. CONCLUSION

Digital marketing is a new experience and has greatly impacted the lives of consumers in its short time of existence. It is expected to grow constantly in years to come with advantages in knowledge. Digital marketing has made regulars more active and well-organized in their shopping behavior and has driven businesses to a new level forcing many make the necessary adjustments and changes to reach the new market of knowledgeable consumers. The results of this survey underscore the need for businesses to take the online market. The survey conducted revealed a positive perception and awareness toward digital marketing even by those consumers who still like traditional stores.

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