



CUSTOMER PERCEPTION TO WARDS DIGITAL MARKETING

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Abstract

The promotion of products via the internet and other forms of digital communication is known as digital marketing, sometimes known as online marketing. This includes social networking sites, online advertisements, text and multimedia messaging, and email. A wide range of new channels for informing potential clients about a company's benefits are included in the broad category of digital marketing. If a marketing campaign makes advantage of digital communication. Various strategies for digital marketing may be used, based on the needs and objectives of the business. The most important factor for every company organization is consumer perception since it aids in the growth of brand recognition and perception. Therefore, it is imperative for management to more accurately identify consumer perception in both. This paper makes an attempt to identify the digital marketing related to customers perception.

Keywords: Customer, Digital marketing, Digital channel.

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INTRODUCTION

Digital marketing is a wide term that includes several different channels for promoting business benefits to potential customers. Digital marketing is mainly look up the customer convenient to purchase their product. So, they mainly concentrated on the customer perception. The marketer should fulfill the needs of the customer and also fulfill the goals of the marketing. Customers frequently look up their brands to identify and confidently to selected their product. The marketers wanted to improve their business they only identify the customer perception. because customer perception should impact the customer purchase decision making.

Customer perception is important because consumers may be more likely to behavior business with businesses, they belief. Developing a confident association with customers can make more centrals and

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sales, conducive to business achievement and durability. Customer perception may also affect whether or not consumers remain loyal to a brand or move to a rival. By fostering good feelings and knowledge, businesses may entice customers to return and make repeat purchases. Customers may have favorable or negative perceptions of you. Customers interact with brands, goods, or services through the customer perception process.

REVIEW OF LITERATURE

Jose Ramon Saura, (2021)¹ In order to get insights into cutting-edge data mining production and knowledge finding approaches, a comprehensive overview of the uses of data knowledge in digital marketing was addressed.

Kowsalya, (2020)²The purpose of the research was to introduce the notion of digital marketing through various digital platforms, such as mobile phone applications. It focused

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on the effect that same had on customers' purchasing choices.

Uma Sharma and K. S. Thakur, (2020)³ The study's goal was to look at the effects of digital media. The distribution of products and services has improved thanks to digital marketing. It was a crucial tool for both consumers and advertisers. On the basis of a structured questionnaire with respondents, the study of digital media and its effect on consumer purchasing behavior was conducted.

Dan Dumitriu and Mirona Ana-Maria Popescu, (2020)⁴ The platforms were used to create the internal customized systems using internet promotion algorithms to discover the optimal combinations. In order to create a four-step sequential model with an intelligent marketing solution to boost website exposure through keywords, the existing status of artificial intelligence in marketing operations was discussed.

Aden Andrus, (2020)⁵ According to the author's research, marketing is fast transitioning into the digital world as a result of the creation and development of technology in all sectors. Digital marketing is a sophisticated amalgamation of technological tools and software that facilitates the marketing process through online channels in order to advertise the product and create a seamless relationship with the target audience. The most well-liked forms of digital marketing include websites, email, SMS, mobile, digital TV, virtual video, SEO, blogs, and many more. Therefore, according to the article, digital marketing may be seen of as a broad term that encompasses the use of numerous digital platforms to engage students and boost sales. The article also suggests that electronic marketing is another name for digital marketing.

Jurcevic, (2020)⁶ The development of intelligent goods and services, the fusing of cutting-edge technology, the integration of physical and digital systems, and the prevalence of new business models and processes are all characteristics of the digital transformation.

Klieijan, (2020)⁷ Demonstrate that, whether it's consumer marketing or industrial marketing, digital marketing is a dual player that exists only to the benefit of both of its stakeholders. Rapid technology improvements, escalating competitive pressure, and changing consumer wants have shown to be crucial for marketers' success in a sustainable manner. However, as a consequence of the advent of digital marketing, advertising for provided goods and services has evolved into more condensed yet effective methods.

Nidhi Tandon, Simran Kaur, Mr. Rajesh Verma, (2020)⁸ studied, In actuality, customer relationship management assures both the profitability of the company and client loyalty. Any business may be identified by its brand, and a brand is effective if consumers really adhere to it. The evaluation of the connection between brand loyalty and Customer Relationship Management upkeep forms the basis of the current study.

A. Sahaya Ramya¹, (2020)⁹ studied, Consumers are now using digital marketing platforms more often. Digital marketing now has a huge social impact thanks to these mediums. Digital marketing helps clients satisfy their demands by using channels for it.

G.H.Kerinab Beenu, S. Rathika, (2019)¹⁰ studied, Compared to traditional advertising, digital advertising has a bigger impact. While conventional advertising is seen to be more trustworthy in evoking a good attitude towards advertisement, it is generally accepted that digital advertising is more informational.

OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVE

- This study is conducted to find the customer perception towards digital marketing.

SECONDARY OBJECTIVE

- To identify the whether the customer satisfied the digital marketing.
- To study the brand loyalty of the customers.
- To analyses the quality of buying behavior is available to the digital marketing.



SCOPE OF THE STUDY

The study aims toward understanding customer perception towards digital marketing which covers the various marketing techniques, quality of the product, loyalty of customer and sustainability the product, buying behavior of the product and satisfaction level of the customer. Customer perception is the important part of the marketing.

NEED OF THE STUDY

- This study helps us to analyze the satisfaction level of the customer to the digital marketing.

- This study also included the online purchase behavior to the customer.
- This study is identified the brand loyalty of the new customer and existing customer.

LIMITATION OF THE STUDY

- The times frame given to completed the study did not allow an in-depth investigation into the study
- The information provided by the respondent may not fully accurate due to unavoidable biases.
- 80 questioners issued but 70 respondents only correctly answer the all the question.

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

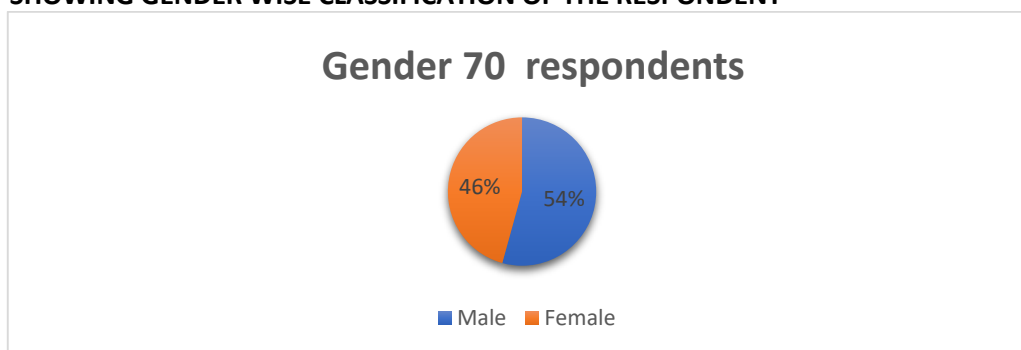
GENDER

Gender	No. of Respondents	Percentage
Male	38	54.3
Female	32	45.7
Total	70	100

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- From the overhead table it is number available that 54.3% of the respondents are male and the rest 45.7% of the respondent are female.

CHART SHOWING GENDER WISE CLASSIFICATION OF THE RESPONDENT



MARITAL STATUS

Marital status	No. of Respondents	Percentage
Married	48	68.6
unmarried	22	31.4
Total	70	100

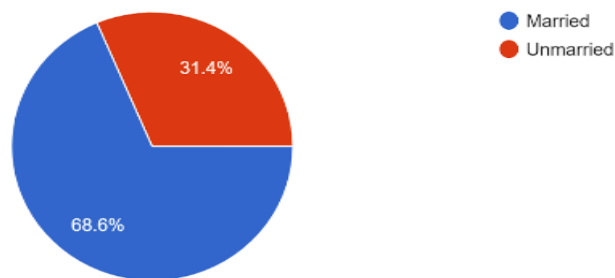


From the above table it is understood that 68.6% of the respondent are married and the rest 31.4% of the unmarried.

CHART SHOWING MARITAL STATUS WISE CLASSIFICATION OF THE RESPONDENT

MARITAL STATUS

70 responses



AGE

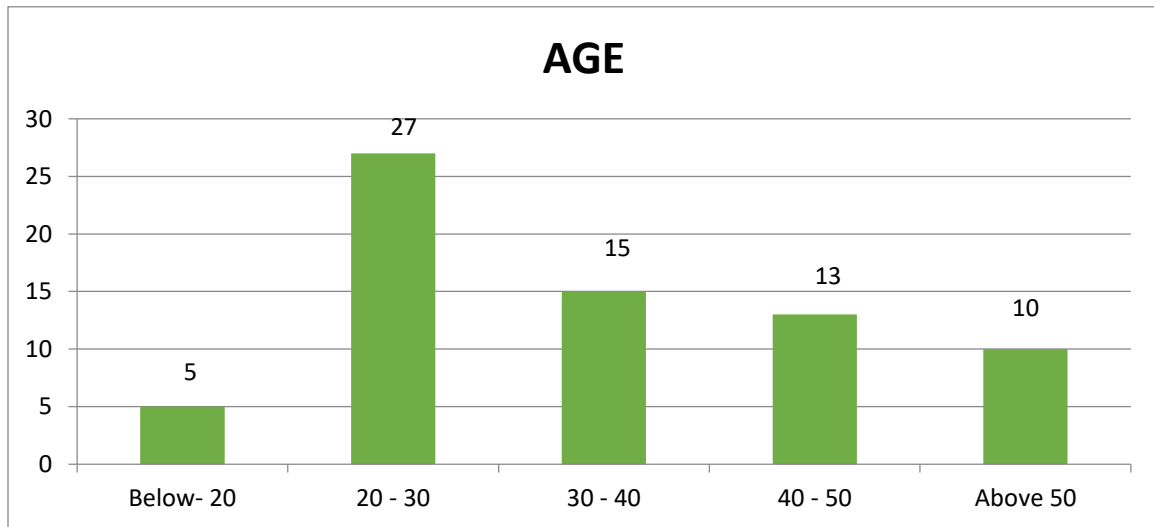
Age	No. of Respondents	Percentage
Below- 20	5	7.1
20 – 30	27	38.6
30 – 40	15	21.4
40 – 50	13	18.6
Above 50	10	14.3
Total	70	100

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From the above table it is construed that 7.1% are belong to less than 20 of the age. 38.6% are belongs to 20 – 30 years. 21.4 % are belong to 30 – 40 years. 18.6 % are belongs to 40 – 50 years and 14.3 % are belong to above 50 years.



CHART SHOWING AGE WISE CLASSIFICATION OF THE RESPONDENT



QUALIFICATION

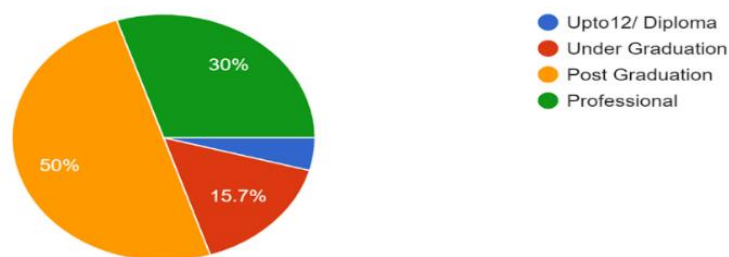
Qualification	No. of Respondents	Percentage
Up to 12/ Diploma	3	4.3
Under Graduation	11	15.7
Post-Graduation	35	50
Professional	21	30
Total	70	100

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From the above table it is understood that 4.3% are belong up to 12 & diploma. 15.7% are belong to under graduation.50% are belong to post graduation and 30% are belong to professional.

CHART SHOWING QUALIFICATION WISE CLASSIFICATION OF THE RESPONDENT

QUALIFICATION
70 responses



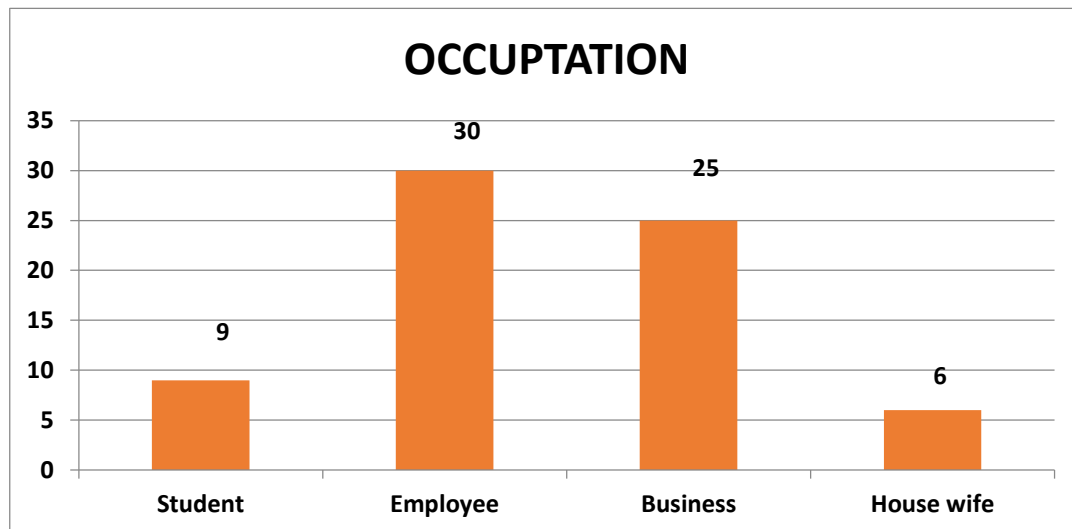
OCCUPTATION

Particulars	No. of Respondents	Percentage
Student	9	12.9
Employee	30	42.9
Business	25	35.7
House wife	6	8.6
Total	70	100

From the above table it is taken that 12.9% are belong to student.42.9 % are belong to employee.35.7% are belong to business and 8.6% are belong to housewife.

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CHART SHOWING OCCUPTATION WISE CLASSIFICATION OF THE RESPONDENT



ANNUAL INCOME

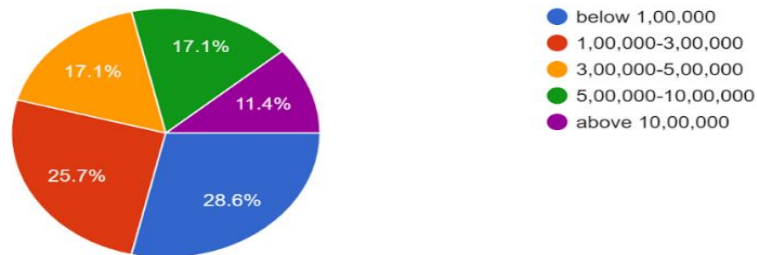
Annual Income	No. of Respondents	Percentage
Below 1,00,000	20	28.6
1,00,000-3,00,000	18	25.7
3,00,000-5,00,000	12	17.1
5,00,000-10,00,000	12	17.1
Above 10,00,000	8	11.4
Total	70	100



From the above table it is understood that 28.6% are belong to below 1,00,000. 25.7 % are belong to 1,00,000 to 3,00,000. 17.1 % are belong to 3,00,000 to 5,00,000. 17.1 % are belong to 5,00,000 to 10,00,000 and 11.4% are belong to above 10,00,000.

CHART SHOWING ANNUAL INCOME WISE CLASSIFICATION OF THE RESPONDENT

ANNUAL INCOME
 70 responses



ARE YOU AWARE ABOUT THE DIGITAL MARKETING

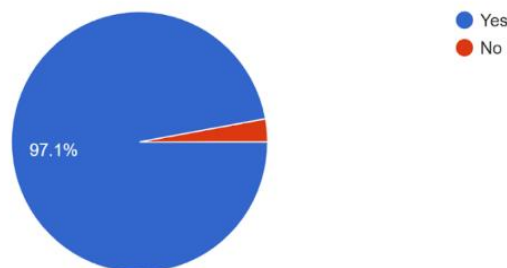
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Awareness about Digital Marketing	No. of Respondents	Percentage
Yes	68	97.1
No	2	2.9
Total	70	100

From the above table it is understood that 97.1% people are aware about the digital marketing and 2.9% of the people dose not aware about the digital marketing.

CHART SHOWING ARE YOU AWARE ABOUT THE DIGITAL MARKETING

Are you aware about digital marketing?
 70 responses



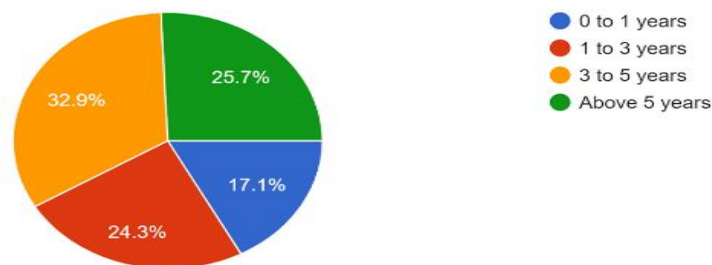
HOW MANY YEARS TO YOU USED DIGITAL MARKETING

Years	No. of Respondents	Percentage
0 to 1 year	12	17.1
1 to 3 years	17	24.3
3 to 5 years	23	32.9
Above 5 years	18	25.7
Total	70	100

From the above table it is understood that 17.1% are belong to 0 – 1 years.24.3 % are belong to 1 – 3 years.32.9 % are belong to 3 – 5 years and 25.7 % are belong to above 5 years.

CHART SHOWING HOW MANY YEARS TO YOU USED DIGITAL MARKETING

How many years to you used digital marketing?
 70 responses



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VARIABLE ANALYSIS

	N	Minimum	Maximum	Mean	Std. Deviation
The Digital marketing is help to create brand awareness and interest of a product	70	1	5	4.32	.875
The Digital marketing give more information about the product.	70	1	5	3.98	.750
The digital marketing provided the anytime services to their website.	70	1	5	3.91	.725
The digital marketing department follow consumer buying trends closely and work to build relationship actively.	70	1	5	3.65	.625
The digital marketing considered the customer services done well contribute to a positive brand image	70	1	5	3.66	.675



The digital marketing provides the different marketing strategies to cultivate new loyal customer	70	1	5	3.82	.700
The digital marketing targeting the right buyers to expand the loyal customer.	70	1	5	3.79	.775
The digital marketing analysis the real time to measure, track and engage the customer feedback.	70	1	5	3.85	.675
The digital marketing improves the consumer buying behavior	70	1	5	3.77	.675
The digital marketing really provided the multiple strategies it is useful to customer.]	70	1	5	3.76	.675
The digital marketing provided new technology, it was help to consumer buying behavior.	70	1	5	3.78	.800
Valid N (listwise)	70				

INTERPRETATION

The consumers purchase their products through digital marketing by considering some factors and those factors influence their purchase intention at the time of online shopping. The mean score of social media allows the customer to access and purchase anytime is 4.32 with a standard deviation of 0.875. The standard deviation is less than one third of the mean. It concludes that most of the respondents strongly agree that The Digital marketing is help to create brand awareness and interest of a product. The Standard deviation of all other factors is less than one-third of mean of the same. Hence most of the respondents strongly agree with the above given factors.

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