

Analysis of the Customer Satisfaction in Online Marketing-A Study

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ABSTRACT: Online Marketing is the art and science of selling products and/or services over digital networks, such as the Internet and cellular phone networks. The art of online marketing involves finding the right online marketing mix of strategies that appeals to your target market and will actually translate into sales. India stands at fourth place with 92 million internet users in 2016. Online marketing is becoming increasingly important to small businesses of all types. Online marketing is also a time and money saver in other ways. The proliferation of web-enabled smart phones has done nothing, but accelerates this development. The Internet became another channel via which companies can market their offerings successfully. The Internet used by more than 170 million people only in the United States. It is helping the investigator in providing answers to various kinds of social/economic questions. After collecting and analysis of the data, the researcher has to accomplish the task of drawing inferences.

KEYWORDS: Customer awareness of various brands, Customer purchases satisfaction of online product and Gender of Respondent.

I. INTRODUCTION TO ONLINE MARKETING

Online marketing uses internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content.

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marketing involves finding the right online marketing mix of strategies that appeals to your target market and will actually

Translate into sales. The science of online marketing is the research and analysis that goes into both choosing the online marketing strategies to use and measuring the success of those online marketing strategies. Other potential participants include advertising agencies that help generate and place the

ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

II. GROWTH OF ONLINE MARKETING

Growth of internet users must be credited for the growth of online marketing. With the advent of internet technology number of internet user is increasing at the greater extent across the world. India stands at fourth place with 92 million internet users in 2016. Online marketing is becoming increasingly important to small businesses of all types. In the past, marketing online was something that local bricks-and-mortar businesses could justifiably ignore. It didn't make sense to waste time and money on online marketing when all your business was local.

III. E-COMMERCE PRESENT

Forbes Magazine reports retail is down and e-commerce is up. One clear example of the power of e-commerce comes from Macy's recent returns. Forbes reports the 154 year old retail chain saw online sales rise 58% in 2016 while same-stores sales grew just 6.7%. Maybe you're not a billion-dollar business like Macy's, but the numbers don't lie. Online sales are overtaking retail sales. Safe to say e-commerce is trending upward more and more each year. It's not too late to jump onboard the e-commerce train.

IV. ONLINE BUSINESS

The ability to promote, to engage and, most importantly, to sell around the clock as mentioned above, media advertising (like newspaper and television) may cast a wide net but is limited in scope. Online marketing is also a time and money saver in other ways. The proliferation of web-enabled smart phones has done nothing, but accelerates this development. It's no longer even required that you be at a desk to access the internet. Whether customers are sitting in traffic, jogging in the park or eating at the dinner table, they have access to company's website and the online advertising.

V. ONLINE ADVERTISING

Online Advertising is becoming powerful tool for advertisers and organization can use online advertisement as people are now spending more time online; the Internet became another channel via which companies can market their offerings successfully. Online campaigns will give organization new abilities to the organization due to the following reasons:

- ✓ Reach: The Internet used by more than 170 million people only in the United States.
- ✓ Relevance: Online Advertising shows ads to potential customers who are actively searching for what businesses have to offer.

VI. OBJECTIVE OF RESEARCH

Based on the above research problems, the research objectives are as follows:

- ❖ To understand the importance of online advertising marketing.
- ❖ To understand for growing popularity of online marketing.
- ❖ To analyze of online marketing as compared to customer satisfaction.

VII. RESEARCH METHODOLOGY

It is a detailed plan of how the goals of research will be achieved. Research design is exploratory, descriptive and/or experimental in nature. It is helping the investigator in providing answers to various kinds of social/economic questions. After collecting and analysis of the data, the researcher has to accomplish the task of drawing inferences. Only through interpretation researcher can expose relations and processes that underlie his findings and ultimately

Conclusions. Interpretation refers to the task of drawing inferences from the collected facts after an analytical study.

VIII. DATA COLLECTION

Data collection means to a purposive gathering of information relevant to the subject matter of the study from the units under research. Primary data are empirical observations gathered by the researcher or his associates for the first time for any research and used by them in statistical analysis. There are several methods of collecting primary data particularly in descriptive researches.

Literature on Online marketing view

Mohan Nair (2011) takes social media as a complex marriage of sociology and technology that cannot be underestimated in its impact to an organization marketing communication, choice as to when to engage, how to manage and measure, and whether to lead or to follow is complex but not an impossible task. These cannot be answered simply by one formula because the context and the market dynamics are strong variables in these decisions. Even though the interest for social media is huge, few companies understand what the term —social media can mean to their businesses.

Mohammed Bin Afif (2012) this article champions communication as an effective tool in marketing. Within the marketing sphere there are many mediums by which advertising messages can be conveyed to consumers. The marketing manager must utilize all of the mediums in their thinking in order to determine the right mix of mediums to use and in the right frequency in each to best convey their message to the selected target market.

Joanna Lord (2013) states that Online marketing in 2012 could be summed up in a few words: mobile, big brands and Google updates. As we look back at the events and advancements that shaped last year in online marketing, naturally we should look forward and wonder what 2013 will have in store. While the execution of all this might vary wildly, there is no doubt a few areas will capture our attention and be the driving forces behind business decisions.

IX. ONLINE MARKETING HISTORY

Considering the current volume of internet marketing business, it's hard to believe how young the internet marketplace is. While the timeline of internet marketing has been short, the cumulative events leading up to where we are now have impacted the entire globe faster than any marketing revolution in history. In 1994, spending for internet marketing totaled nearly nothing, but increased to over \$300 million in 1995. Now, little more than a decade later, marketing spending and internet marketing business has exploded to nearly \$200 billion (according to Forrester Research

The internet was first introduced in the early 90s, it wasn't considered to be an advertising medium at all. Instead, the internet was treated as a tool for exchanging emails and digital information, but wasn't yet considered valuable for reaching customers. However, it wasn't long before marketing pioneers began to see the potential for internet marketing business as millions of web surfers logging on each day to find valuable and relevant information.

X. DATA ANALYSIS & INTERPRETATION

The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups. The data after collection has to be processed and analyzed in accordance with the outline laid down in research plan or research design. This is essential for

a scientific study and for ensuring that we have all relevant data for making comparisons and analysis.

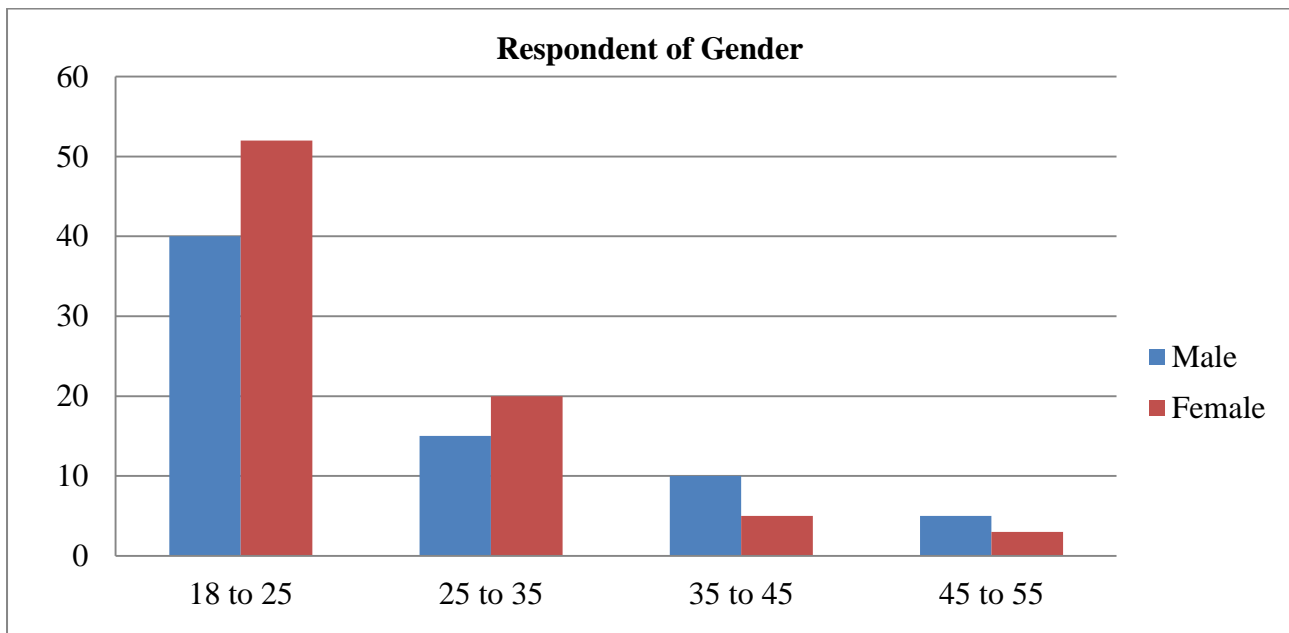
XI. PROFILE OF RESPONDENTS

The questionnaire included a segment on customers profile as a classification of their demographic factors such as gender & age. During data collection phase, due care was taken in order to make sure that the given questionnaire is completely filled by the respondents. The detailed respondent profile is as follows:

Table no. 1 . Respondent of Gender

Age	No. of Response	Percentage of male		Percentage of female		Total
		Male	%	Female	%	
18 to 25	92	40	57%	52	65%	92
25 to 35	35	15	22%	20	25%	35
35 to 45	15	10	14%	5	6%	15
45 to 55	8	5	7%	3	4%	8
Total	150	70	100	80	100	150

Graph no. 1



XII. INTERPRETATION

As seen in table no.1, out of 150 respondents – For the male and female number of response 40 and 52, the percentage of 57% and 65% which age of between 18 to 25 years. The online marketing buying of any goods and varies product highly wants of 25 years old. The latest brand observed online buying motivation was yanger peoples and all expenses reduce the online purchase. The normal stage response of age 25 to 35 the male and female responded 15 and 20 numbers. This stage maintained 22 and 25 percentage in male and female, the middle stage of customer needs is low level because online producing highly wants is female only. The lost two stage of response not awareness of online product, very lowest responded and the customer was not satisfied. As far as gender wise segmentation is concerned, there are 150 numbers of males and females. All products available in online marketing easily purchased customer.

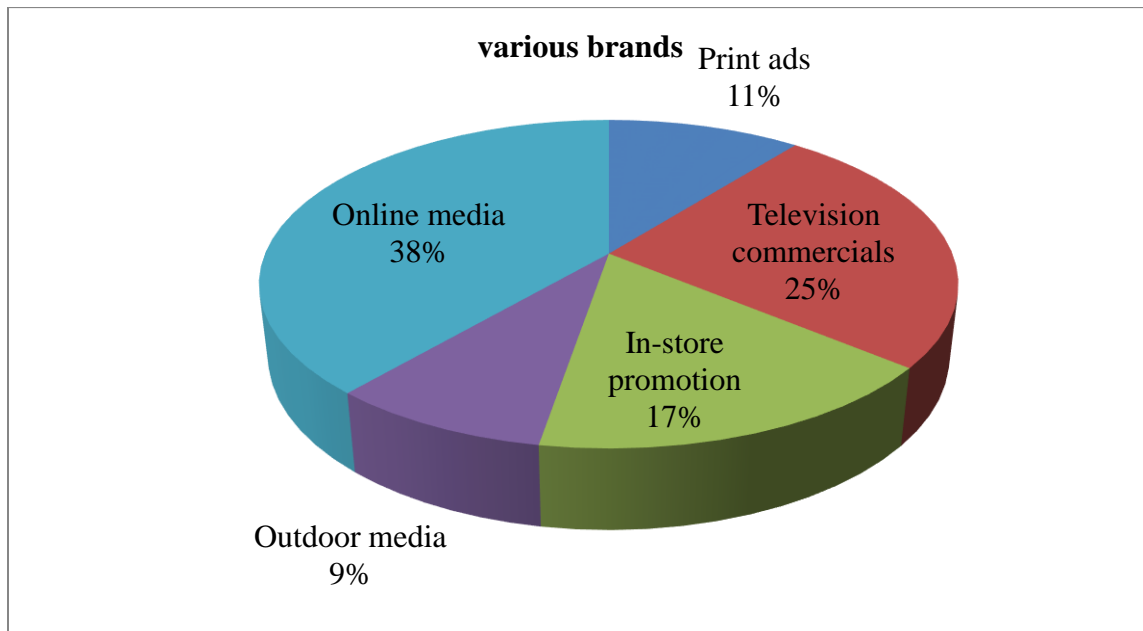
XIII. SOURCES OF AWARENESS OF VARIOUS BRANDS

Excessive competition, globalization, fluctuating wants of consumers and advent of technology are the major factors that encourage advertisers to make use of various sources available to reach their TA. These sources can be print media (through newspapers & magazines), electronic medium (like Television commercials, radio spots, Mobile marketing and online advertising), Outdoor media (like hoardings, banners, neon signs) and Point of Purchase (like in-store promotion, standees, merchandising racks & cases etc.) Many a times consumers may also rely on various sources to get product related information. The details of responses given regarding different sources of awareness of various brands are given below:

Table no. 2 . Sources of awareness for various brands

Sources of awareness	Frequency	Percentage
Print ads	16	11
Television commercials	38	25
In-store promotion	25	17
Outdoor media	13	9
Online media	58	38
Total	150	100

Graph no. 2



XIV INTERPRETATION

From table no. 2 it is observed that when respondents were asked about which source do they refer the most to get awareness of various brands; 11% have chosen print ads, 25% respondents have chosen Television commercial, 17% have chosen In-store promotion, Only 9% have chosen Outdoor media and 38 % respondents have chosen Online media, which is the higher of all. It means consumers do refer various mediums to get awareness but highest preference is being given to online media and normal preference is Television

commercial. Online media incorporates blogs, online. The consumers today are more exposed to these forms of online advertising as compared to advertising through other mediums.

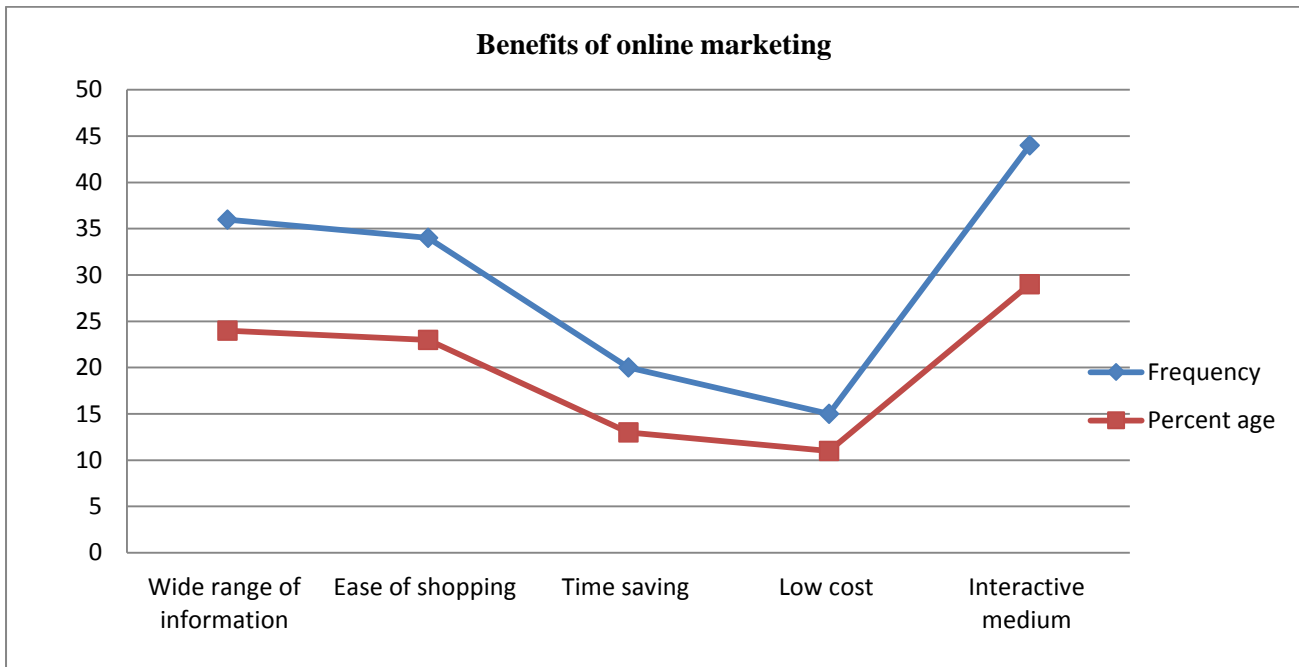
XV BENEFITS OF ONLINE MARKETING

It is the most recognizable type of marketing, encompassing the advertisements that we see and hear every day. Most online marketing strategies fall under one of four categories: print, broadcast, direct mail, and telephone.

Table no. 3. Benefits of online marketing

Benefits	Frequency	Percentage
Wide range of information	36	24
Ease of shopping	34	23
Time saving	20	13
Low cost	15	11
Interactive medium	44	29
Total	150	100

Graph no. 3



XVI INTERPRETATION

From table no. 3, it is observed that 24% of respondents find online marketing advantageous as it offers wide range of information about the brand, 23% of respondents find online marketing advantageous as it offers ease of shopping, 13% of respondents find online marketing advantageous as it saves consumer’s time, 11% of respondents find online marketing advantageous as it involves low cost in purchase and 29% of respondents find online marketing advantageous as it is an interactive medium. It means majority of respondents favor for interactive ability of online marketing Consumers like to exchange their views and share their feedback when it comes to evaluating the brand or for taking purchase decision.

XVII CONCLUSION

The study also reveals that main reason for growing importance of online marketing is the increasing literacy about internet among people. They have identified that internet is truly advantageous through which they can serve their various purposes mainly social networking, online shopping & media sharing (photo, music, video). This efficacy of internet has intensified their tendency of being online. The study concludes that consumers rely upon more than one medium in order to enhance their brand related knowledge. It means that they use the combination of various sources for making final purchase decision. So that they will get motivated to use online marketing with the intent of getting access to exclusive content about the brand and getting discount and sharing their feedback about brand with the advertiser. The same time consumers are susceptible about the user-safety side of internet.

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