

## “A Study on Consumer Perception towards Digital Marketing”

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### **Abstract**

This study was intended to know about how many of them to prefer and used for online marketing. The main objectives of the study deal with to know about the factors influencing to buy the product and services and also to find the satisfaction level of the online buyers. The article studies that what are the products to buy by way of using digital marketing, how many years to buy the product, which mode do you prefer to pay the amount etc...

Keywords: Digital Marketing, Consumer Perception

### **Introduction**

The new technologies providing new platform to the users. Without the technology we can't run an industry, education, medical sector etc., and when comes to service sector like education past two years not only India every country affect a lot. In that pandemic situation new technology gives a new way to handle the classes via through Google meet. In that manner lots of new platform to deliver their services like Zoom, BYJU'S online classes. Most of the academicians conduct online conference, seminar, Guest lecture programs and workshops through using of new technologies.

Technology plays a vital role in the field of industry. In olden days any one of them likes to buy the product & services, they need to go and buy it. It is called as traditional market. In modern

marketing concept place is not important. Because Digital marketing deliver a variety of products & services through online mode (Ex: Amazon, Shopclues, Snapdeal, Ajio, Meesho, Flipkart etc..) it is the biggest advantages to the country.

Digital marketing brings new product & services, new fashion, rare products etc., and also increase the economical development of the nation also. If second handed product also buy and sell via digital marketing. (Ex: [www.olx.in](http://www.olx.in))

## Review of Literature

**Preetham D** – (4<sup>th</sup> July 2021) the researcher entitles in his research “**Consumer Perception towards Online Marketing**” e- commerce platform is benefit for trade and also increasing the online purchasing. Online platform offers a variety of product with reasonable price and payment method also very easy to pay. E – Commerce also improves the consumer buying habits. In his research the researcher should focus on online framework, effectiveness of online marketing in rural areas and also focus the opportunities and threats of online marking. Finally, the researcher in his research paper says that online marketing a gifted to the traders as well as consumers. Today everyone using internet, because of technological development. Technology plays a vital role for buying and selling of goods and services.

**Raunaque, N., Zeeshan, M., & Imam, M. A. (2016)** – “The researcher in his research “**Consumer Perception towards Online Marketing in India**”, consumer still now they have fear about lose of money and also worthless product delivered to the consumers. In recent days, lot of occurrence was happen every day, we saw in newspaper also. To improve adequate consumer protection policies, product quality, refund within a specified time limit and also to reduce the fear to consumer mind. Then only online marketing is effective and useful for end users.

**Thakur, S., & Aurora, R. (2015)** “**Consumer perception: a study on e-marketing**” said that online shopping is a convenient, easy to buying the product and services at reasonable price. When comes to traditional method to buy the goods and services, we can go to the more number of shops and compare the quality, price and then finally buy the goods and services. It will take some more time. But online shopping saves time and energy to the consumers.

## Objectives of the study

1. To study the influencing factor to buy the product & Services through digital marketing.
2. To study the consumer satisfaction level towards using of digital marketing.

## Scope of the study

This study explains about what are the influencing factor and level of satisfaction for digital marketing users. This paper also deal with which mode of digital marketing the consumer to prefer a lot.

## Limitation of the study

This study focuses only Dindigul. Therefore, the opinion is differing from domicile to domicile.

## Research Methodology

### Area of the Study and Sample Size

This study focuses only Dindigul. The primary data collected from 75 respondents. Simple percentage method has been used.

### Collection of data

Both primary as well as secondary data collected for various sources. Primary data collected from the respondents and secondary data collected from websites, magazines and newspapers etc.,

## Data Analysis and interpretation

**Table 1.1 Gender wise distribution of the Respondent**

Gender	Respondents	Percentage
Male	35	47
Female	40	53
Trangender	-	-
<b>Total</b>	<b>75</b>	<b>100</b>

Source: Primary data

The above table shows that 47 percentage of male using digital marketing and 53 percentage of female using digital marketing.

**Table 1.2 Age wise distribution of the Respondent**

Age	Respondents	Percentage
Below 20	27	36
21 - 30	24	32
31 - 40	16	21
41 - 50	2	3
Above 50	6	8
<b>Total</b>	<b>75</b>	<b>100</b>

Source: Primary data

The above table shows that 36 percentages of them using digital marketing below 20 years of age, 32 percentage of age group is 21-30, 21 percentage using 31-40 age group, 3 percentage using age group 41-50 and 8 percentages using digital marketing the age group is above 50.

**Table 1.3 Marital Status of the Respondent**

Marital Status	Respondents	Percentage
Married	24	32
Unmarried	51	68
Separate	-	-
Widow	-	-
<b>Total</b>	<b>75</b>	<b>100</b>

Source: Primary data

The above table shows that 32 percentage of married people using digital marketing and 68 percentage of unmarried using this platform to buy their product and services.

**Table 1.4 Educational Qualification of the Respondent**

Educational Qualification	Respondents	Percentage
Upto School Level	-	-
UG	36	48
PG	18	24
Professional	19	25
Technical	2	3
<b>Total</b>	<b>75</b>	<b>100</b>

Source: Primary data

The above table shows that 48 percentage of having UG qualification using to buy the product online, 28 percentage Post Graduate, 25 percentage professionals are using this mode to buy the product, 3 percentages technical using online marketing.

**Table 1.5 Area wise of the Respondent**

Area	Respondents	Percentage
Urban	17	23
Semi Urban	19	25
Rural	39	52
<b>Total</b>	75	100

Source: Primary data

The above table shows that 23 percentages of urban people using digital marketing, 25 percentages are living in semi urban people using this platform, 52 percentages of people living in rural area using this platform.

**Table 1.6 Taluk wise of the Respondent**

Taluk	Respondents	Percentage
Dindigul	48	64
Natham	6	8
Vedasandur	4	5
Oddanchatram	3	4
Nilakottai	3	4
Kodaikanal	5	7
Aattur	3	4
Palani	3	4
<b>Total</b>	75	100

Source: Primary data

The above table shows that, 64 percentage of respondent belongs to dindigul taluk, 8 percentages from natham, 5 percentages from vedasandur, 4 percentages from oddanchatram, nilakottai, palani and Aattur taluk respectively, 7 percentages from kodaikanal.

**Table 1.7 Occupation of the Respondent**

Occupation	Respondents	Percentage
Govt Employee	4	5
Private Employee	14	19
Professional	19	25
Home Maker	2	3
Student	36	48
<b>Total</b>	<b>75</b>	<b>100</b>

Source: Primary data

The above table shows that, 5 percentage of government employee using digital marketing, 19 percentage of private employee using this platform, 25 percentages from professional, 3 percentages from home maker and 48 percentages using digital marketing from students.

**Table 1.8 Average Monthly Income of the Respondent**

Average Monthly Income	Respondents	Percentage
Upto 10000	40	53
10001 - 25000	30	40
25001 - 50000	3	4
50001 - 100000	1	1
100001 - 150000	1	1
Above 150000	-	-
<b>Total</b>	<b>75</b>	<b>100</b>

Source: Primary data

The above table shows that, 53 percentage of respondent income upto 10000, 40 percentage of respondent income 10001-25000, 4 percent respondent income 25001-50000, 1 percent respondent income 50001-100000, 1 percent respondent income 100001 – 150000.

**Table 1.9 Online Platform using of the Respondent**

Online Platform	Respondents	Percentage
Amazon	24	32
Flipkart	32	43
Shopclues	2	3
Snapdeal	2	3
Meesho	10	13
Ajio	3	4

Myntra	2	3
Alibaba	-	-
<b>Total</b>	75	100

Source: Primary data

The above table shows that, 32 percent using Amazon, 43 percent using Flipkart, 3 percent using Shopclues, 3 percent from Snapdeal, 13 percent from Meesho, 4 percent from Ajo, 3 percent from Myntra.

**Table 1.10 Year of Purchase**

<b>Years of Purchase</b>	<b>Respondents</b>	<b>Percentage</b>
Below 1 yr	29	39
1 - 3 yrs	33	44
4 - 5 yrs	9	12
Above 5 Yrs	4	5
<b>Total</b>	75	100

Source: Primary data

The above table shows 39 percent of the respondent to buy the product online Below 1 year only, 44 percent of the respondent previously using is 1 -3 years, 12 percent using 4-5 years, 5 percent using above 5 years.

**Table 1.11 Type of Product to buy**

<b>Products</b>	<b>Respondents</b>	<b>Percentage</b>
Books	5	7
Electronic Items	22	29
Home Appliance	12	16
Beauty & Health	8	11
Cloths	16	21
Shoe/Chappels	2	3
Gym Equipments	2	3
Toys	4	5
Recharge	4	5
Jewelers	-	-
<b>Total</b>	75	100

Source: Primary data

The above table shows 7 percent of consumer buy books, 29 percent to buy electronic items, 16 percent to buy home appliances, 11 percent buy beauty and health products, 21 percent buy

cloths, 3 percent buy shoe/ chappels, 3 percent buy gym equipments, 5 percent buy toys, 5 percent to recharge.

**Table 1.12 Mode of Payment**

Mode of Payment	Respondents	Percentage
Online	14	19
Cash on Delivery	59	78
Both	2	3
<b>Total</b>	75	100

Source: Primary data

The above table show 19 percent prefer to pay online, 78 percent prefer to pay sum of money to cash on delivery mode, 3 percent prefer both.

**Table 1.13 Factors Influencing to Buy**

Influencing factor	Respondents	Percentage
Low price	20	27
Offers	13	17
Advertisement	15	20
Cash back	19	25
EMI	8	11
<b>Total</b>	75	100

Source: Primary data

The above table show 27 percent of the respondent feels that low price is a influencing factor to buy the product, 17 percent of respondent feels that offers is a influencing factor, 20 percent opinion is advertisement, 25 percent opinion is cash back and 11 percent of the respondent feels that EMI option is a influencing factor to buy the product.

**Table 1.14 Customer Satisfaction level**

Satisfaction level	Respondents	Percentage
Price	20	27
Delivery time	23	30
Rare product availability	11	15
Quality	13	17
Deliver in all areas	8	11
<b>Total</b>	75	100



Source: Primary data

The above table shows consumer satisfaction level, 27 percent of the respondent opinion is price is very low comparatively traditional market, 30 percent feels that products are delivered on time, 15 percent of the respondent feels online have all the products especially rare product availability, 17 percent feels that quality of the product sold in online marketing, 11 percent of the respondent opinion is product delivered in all areas.

### Findings

- 53 percent of female using digital marketing.
- 36 percent of the respondent below 20 years of age using digital marketing.
- 68 percent unmarried using this platform to buy their product and services.
- 48 percent of having UG qualification using to buy the product online
- 25 percent are living in semi urban people using this platform
- 64 percent of respondent belongs to dindigul taluk
- 25 percent from professional
- 53 percent of respondent income upto 10000
- 43 percent using Flipkart,
- 44 percent of the respondent using is 1 -3 years
- 29 percent to buy electronic items
- 78 percent prefer to pay sum of money to cash on delivery mode
- 27 percent of the respondent feels that low price is an influencing factor to buy
- 30 percent feels that products are delivered on time.

### Suggestions

- Need to implement proper consumer protection policies and regulations. Because, lot of online users lost their money and energy.
- Need to extend the supply the products in all areas.
- Deliver the correct (accurate) product.

### Conclusion

Finally digital marketing is a useful for both traders as well as end users. Digital marketing is a newly platform to sell the product all over the world. This study deals with factor influencing to

buy and to find about consumer satisfaction level. When compare to traditional marketing, online is a best and lowest rate to buy the product.

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