



CUSTOMER INSIGHTS IN THE DIGITAL AGE: EXAMINING ONLINE MARKETING SATISFACTION

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Abstract

With the development of technology, the business world has changed a lot. There is a complete transition from traditional platforms to online platforms. Traditional marketing has become the second choice of today's consumers. This technological change has connected the world where businesses can now reach many customers all over the world. Today the world has moved to the internet, which has led to the growth of online marketing. The main objective of the study was to know the perception and satisfaction of consumers regarding online marketing. For the purpose of the study, both primary and secondary data were used. Primary data was collected with the help of a structured questionnaire, which was collected from 100 respondents from Mangaluru city using a random sampling method. The study concludes that customers rely upon more than one medium in order to enhance their brand-related knowledge, they use a combination of various sources for making final purchase decisions. Even though there is a positive impact on society, they feel that online marketing is unsafe as it leads to an increase in fraud and privacy-related issues.

Keywords: *Online Marketing, Consumer Perception, Customer Satisfaction, Privacy Concerns*

Introduction

There has been a drastic change in the world of business that has led to the shift from offline to online marketing due the technological advancement. For modern businesses, online marketing has become an integral part. Today it is essential for businesses to have updated information regarding the latest trends and best practices to effectively tackle the power of online marketing. Customer perception and satisfaction with online marketing are important aspects for businesses operating in the digital age. The advancement of technology and the growth of online marketing strategies have changed the way in which businesses

engage their customers. Engaging the customers, addressing their concerns, and continuously enhancing the online experiences are essential for maintaining positive attitudes and a high level of customer satisfaction. The digital age requires strategies that can transform interactions and enable customers to engage with information. The rapid development of technology and the growth of online marketing strategies have changed the way businesses connect with customers.

Statement of the Problem

The world of business has experienced a major shift as a result of the growth of online business. This transformation is the result of technological advancements that make it possible for businesses to communicate with consumers in a number of ways. Despite the advantages provided by the digital world, it is never easy to live up to customer expectations. Expectations from customers for individualized service, accurate data, and contact are growing as more consumers shop online. The variety of factors that businesses must incorporate in order to reach the people they want and the environment are both evolving. With this background, the research was done in order to better understand how people feel about online marketing and how they perceive it.

Objectives of the Study

- ❖ To know the perceptions of customers towards Online marketing.
- ❖ To analyze the level of satisfaction of customers towards Online marketing.
- ❖ To identify the issues and challenges of customers in Online marketing.

Research Methodology

The present study is descriptive in nature. For the purpose of the study, both primary and secondary data have been collected. Secondary data is collected from published books, journals, the internet, and magazines. Based on the requirements the data was collected from 100 respondents using a random sampling method, and with the help of a structured questionnaire method and interview the information was gathered from the customers in Mangaluru City of Dakshina Kannada district. The data collected from various respondents have been analysed, has been organized in tabular form, and has been analysed with the help of different statistical tools such as average, and percentage to draw a meaningful conclusion.

Limitations of the Study

The constraints to the study mainly were as follows:

- ✓ Time was the major constraint.
- ✓ The sample may not be the true representative of the entire population.
- ✓ The findings of the study cannot be generalized.

Data Analysis and Interpretation**Table 1: Gender Wise Classification**

Gender	No. of Respondents	Percentage
Male	43	43
Female	57	57
Total	100	100

N=100**Source: Survey data** Table 1

depicts that, among 100 respondents, around 57% are female and 43% are male. This depicts that majority of the respondents are females.

Table 2: Age-Wise Classification

Age	No. of Respondents	Percentage
Below 20 Years	12	12
20-40 Years	84	84
40-60 Years	2	2
60 and Above	2	2
Total	100	100

N=100**Source: Survey data**

Table 2 shows the age-wise classification of the respondents. 84% of the respondents are between the age category of 20-40 years, nearly 12% of the respondents are between the age of below 20 years, around 2% of the respondents are between the age category of 40-60 years and only 2% of the respondents are above 60 years. Therefore, it is clear that majority of the respondents belong to the age group of 20-40 years.

Table 3: Awareness of Online Marketing

Awareness	No. of Respondents	Percentage
Fully Aware	45	45
Partially Aware	55	55
Unaware	-	-
Total	100	100

N=100**Source: Survey data**

Table 3 depicts that out of 100 respondents, 55 % of the respondents are partially aware of online marketing, 45 % of the respondents are fully aware. Therefore, it is clear that majority of the respondents are partially aware of online marketing.

Table 4: Source of Awareness of Online Marketing

Source	No. of Respondents	Percentage
Social Media	93	62.42
Friends	33	22.15
Relatives	10	6.71
Networking and Conferences	13	8.72

N=100**MRR=1.49****Source: Survey data**

Note: 1. Here the percentage is not equal to 100 because of multiple responses.

2. The Multiple Response Rate is equal to the total number of responses divided by the number of respondents.

Table 4 depicts that out of 100 respondents, 62.42 % of the respondents are aware of online marketing through Social media, 22.15 % of them through friends, 8.72 % of them through Networking and conferences, and 6.71 % of them through relatives. Therefore, it is clear that majority of the respondents are aware of online marketing through social media.

Table 5: Frequency of Being Online

Frequency	No. of Respondents	Percentage
Very Low	8	8
Low	6	6
Moderate	65	65
High	21	21
Very High	-	-
Total	100	100

N=100**Source: Survey data**

Table 5 depicts that out of 100 respondents, the frequency of being online of 65% of the respondents is moderate, 21% of the respondents is high, 8% of the respondents is very low and about 6% of the respondents are low. Therefore, it is clear that majority of the respondent's frequency of being online is moderate.

Table 6: Most Referred Source to Get Awareness of Various Brands

SOURCE	No. OF RESPONDENTS	PERCENTAGE
Print - Ads	19	11.31
Television Commercials	34	20.24
In-Store Promotion	14	8.33
Outdoor Media	15	8.93
Online Media	86	51.19

N=100**MRR=1.68****Source: Survey data**

Note: 1. Here the percentage is not equal to 100 because of the multiple responses.

2. The Multiple Response Rate is equal to the total number of responses divided by the number of respondents.

Table 6 shows that out of 100 respondents, 51.19 % of the respondents refer to Online media to get the awareness of various brands, 20.24 % of them refer to Television commercials, 11.31 % of them refer to print ads, 8.93 % of them refer to Outdoor media and only 8.33 % of them refer In-store promotion to get the awareness of various brands. Therefore, it's clear that majority of the respondents refer to Online media to get awareness of various brands.

Table 7: Preferred Online Marketing Portal

Preferred Portal	No. of Respondents	Percentage
Amazon	69	35.94
Flipkart	60	31.25
Myntra	51	26.57
Snapdeal	6	3.12
Other	6	3.12

N=100

MRR= 1.92

Source: Survey data

Note: 1. Here the percentage is not equal to 100 because of multiple responses.

2. The Multiple Response Rate is equal to the total number of responses divided by the number of respondents.

Table 7 depicts that out of 100 respondents, 35.94 % of the respondents prefer Amazon, 31.25 % of them prefer Flipkart, 26.57 % of them prefer Myntra, 3.12 % of them prefer Snapdeal and 3.12 % of them prefer other marketing portals such as Meesho, marketing agencies, Lucious, store online portal and others. Therefore, it is clear that majority of the respondents prefer Amazon as their online marketing portal.

Table 8: Satisfaction Level with the Quality of Products

Satisfaction Level	No. of Respondents	Percentage
Highly Satisfied	13	13
Satisfied	61	61
Neutral	26	26
Dissatisfied	-	-
Highly Dissatisfied	-	-
Total	100	100

N=100

Source: Survey data

Table 8 depicts that out of 100 respondents, 61% of the respondents are satisfied with the quality of the products, 26% of them are neutral and only 13% of the respondents are highly satisfied with the quality of

the products. Therefore, it is clear that majority of the respondents are satisfied with the quality of the products.

Table 9: Scaling the Trust on Online Marketing Products

Rating	No. of Respondents	Percentage
Completely Trust	52	52
Somewhat Trust	12	12
Neutral	14	14
Somewhat Distrust	22	22
Completely Distrust	-	-
Total	100	100

N=100

Source: Survey data

Table 9 depicts that out of 100 respondents, 52% of the respondents completely trust the online marketing products, 22% of the respondents somewhat distrust the online marketing products, 14% of them are neutral and 12% of the respondents somewhat trust the online marketing products. From the above analysis, it is interpreted that majority of the respondents have complete trust on online marketing products.

Table 10: Product Varieties That the Respondents Generally Prefer Buying Online

Product Varieties	No. of Respondents	Percentage
Clothing	89	33.33
Grocery items	51	19.10
Books	33	12.36
Mobile/ Tablets	46	17.23
Digital Products	48	17.98

N=100

MRR=2.67

Source: Survey data

Note: 1. Here the percentage is not equal to 100 because of multiple responses.

2. The Multiple Response Rate is equal to the total number of responses divided by the number of respondents.

Table 10 depicts that out of 100 respondents, 33.33 % of the respondents prefer buying clothing online, 19.10 % of them prefer buying grocery items, 17.98 % of them prefer buying digital products, 17.23 % of them prefer buying mobile/ tablets, and 12.36 % of them prefer buying books. Therefore, it is clear that majority of the respondents prefer buying clothing online.

Table 11: Preferred Payment Method While Making Payment

Payment Method	No. of Respondents	Percentage
Cash On Delivery	53	53
UPI/Net Banking	29	29
Debit/Credit Banking	17	17
EMI	1	1
TOTAL	100	100

N=100

Source: Survey data

Table 11 depicts that out of 100 respondents, 53% prefer cash on delivery, 29% prefer UPI/Net banking, 17% prefer Debit/Credit banking and only 1% prefer paying through EMI. Therefore, it is clear that majority of the respondents prefer making payments through cash on delivery.

Table 12: Level of Safety While Sharing Card Details

Options	No. of Respondents	Percentage
Very Unsafe	6	6
Unsafe	13	13
Neutral	46	46
Safe	34	34
Very Safe	1	1
Total	100	100

N=100

Source: Survey data

Table 12 depicts that out of 100 respondents, 46% of the respondents are neutral with regard to sharing card details, 34% of them find it safe, 13% of them find it unsafe, 6% of them find it very unsafe and only 1% of the respondents find it very safe while sharing card detail. Therefore, it is clear that majority of the respondents are neutral regarding sharing card details.

Table 13: Impact of Online Marketing on the Economy

Impact	No. of Respondents	Percentage
Positive	96	96
Negative	4	4
Total	100	100

N=100

Source: Survey data

Table 13 depicts that out of 100 respondents, 96% of the respondents find that online marketing has a positive impact on the economy and 4% of the respondents find that online marketing has a negative impact on the

economy. Therefore, it is clear that majority of the respondents find that online marketing has a positive impact on the economy.

Table 14: Benefits of Online Marketing

Benefits	No. of Respondents	Percentage
Wide Range of Information	47	20.26
Ease of Shopping	63	27.16
Time-Saving	71	30.60
Low Cost	40	17.24
Interactive Medium	11	4.74

N=100

MRR=2.32

Source: Survey data

Note: 1. Here the percentage is not equal to 100 because of multiple responses.

2. The Multiple Response Rate is equal to the total number of responses divided by the number of respondents.

Table 14 depicts that out of 100 respondents, 30.60 % of the respondents have chosen online marketing over traditional marketing because of the time-saving factor, 27.16 % of them because of ease of shopping, 20.26 % of them because of the wide range of information, 17.24 % of them because of low cost and 4.74 % of them because of interactive medium. Therefore, it is clear that majority of the respondents have chosen online marketing over traditional marketing because of time saving factor.

Table 15: Loopholes of Online Marketing

Loopholes	No. of Respondents	Percentage
Privacy Issues	50	35.71
More Scope for Fraudulent Activities	52	37.14
Often Interrupting	18	12.86
Lack of Demonstration	20	14.29

N=100

MRR=1.4

Source: Survey data

Note: 1. Here the percentage is not equal to 100 because of multiple responses.

2. The Multiple Response Rate is equal to the number of responses divided by the number of respondents.

Table 15 depicts that out of 100 respondents, 37.14 % of the respondents stated that the major loophole of online marketing is that there is more scope for fraudulent activities, 35.71 % of them stated privacy issues, 14.29 % of them stated lack of demonstration, and 12.86 % of them stated often interruption. Therefore, it is clear that majority of the respondents prefer traditional marketing because online marketing is prone to more fraudulent activities.

Major Findings of the Study

- The study reveals that majority of the respondents are females.
- Majority of the respondents belong to the age group of 20-40 years.
- Most of the respondents are partially aware of online marketing.
- The survey shows that majority of the respondents are aware of online marketing through social media.
- The study shows that majority of the respondent's frequency of being online is moderate.
- It is found that majority of the respondents refer to online media as a source to get awareness of various brands.
- The survey shows that majority of the respondents prefer Amazon as their marketing portal.
- The survey shows that most of the respondents are satisfied with the quality of the products.
- Majority of the respondents have complete trust in online marketing products.
- It is found that most of the respondents prefer buying clothing through online marketing websites.
- A majority of the respondents prefer Cash on Delivery as a method of payment while making payment.
- The study shows that the level of safety while sharing card details is neutral among the respondents.
- Most of the respondents have the opinion that online marketing has a 'positive' impact on the economy.
- Most of the respondents choose online marketing over traditional marketing because of the time-saving factor.
- The study reveals that most of the respondents prefer traditional marketing over online marketing because online marketing is more prone to fraudulent activities.

Suggestions

- More privacy should be provided to customer's details.
- Online marketing has to come up with some innovative measures to control fraudulent activities.
- Online marketing has to come with better quality products and try to implement safe transaction methods.

Conclusion

The study concludes that customers rely upon more than one medium in order to enhance their brand-related knowledge. It means that they use a combination of various sources for making final purchase decisions. Along with the traditional sources, they heavily rely on modern marketing tools i.e., online marketing. The study also reveals that the main reason for the growing importance of online marketing is the increasing literacy about the internet among people. With the advent of the internet and technology, consumer's preference towards traditional marketing tools has decreased. The major benefits of online

marketing are its capability of interaction between consumers and advertisers followed by the availability of a wide range of information, time-saving factors, and ease of shopping. These benefits make online marketing superior to traditional marketing. But at the same time, consumers are susceptible to the user-safety side of the internet. They feel that online marketing is unsafe as it leads to an increase in fraud and privacy-related issues. The conclusion indicates that online marketing has a positive impact on the economy and is meeting the expectations of customers.

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