



A study on customer awareness level of digital marketing with special reference to Coimbatore city

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Abstract

Digital marketing means promoting the products and services or brands through one or more forms of electronic media. This is to increase more number of customers to the website. The advertisements are made before during and after playing the videos to promote the products or services to the targeted customers. In the efficiency and profitability to business and it's preferred strategy to reach a targeted customers easily in a cost effective and measurable way. The use of email online advertising social media blogs and other online channels as a part of an overall marketing strategy that enables an organization to create communication and deliver unique and compelling value in order to retain and engage current customer's as well as acquire new ones. It gives access to numerous tools that can track and analyse the campaign performance. They have endless customization through every stage of your campaign from start to finish and after ward. It focuses shifted to search engines like Netscape which allowed businesses to tag and keyword stuff to get themselves noticed.

Keywords: digital marketing, communication, marketing plans, customer awareness, future digital marketing

Introduction

Statement of problem

There are a lot of websites on internet whereby it offer a variety of product and services for customer can find and buy through online such as shoe, apparel, sun glasses and Moreover, the online also provides some of the services which is paying bill online, booking a transport ticket and more. In this research, we are looking the problem addressed in this research which is the awareness level of Digital Marketing to the customer.

However, there are several reason hinder in the customer are involved in online marketing because of the customer to valid up to about the quality of the product in digital marketing are not durable, moreover, there are not confident...show more content...In addition, in this study also understand the preference of customers towards the Digital Marketing and also study the attitude of the customers towards it.

Scope of the study

The present study focus on the customers and their understanding levels of digital marketing.

The study helps to understand and know how to deal with kinds of customers and how to make an impressive online campaign.

This study helps to know the importance of customer awareness of digital marketing.

Objectives

To know the customer preference towards digital marketing.

To know the communication level with customers of every buying process

To analyse the factors influencing the customers.

To evaluate their customer experience while buying the products.

To provide a consistent communication.

Research methodology

Research methods are defined as the systematic method to resolve problems through data gathering using various techniques.

Method of Data Collection

This data was collected for this study is

Primary data: The primary data are those which are called as fresh for primary time. These are in the form of raw materials. Collecting primary data is quite expensive both in the terms of time and money. No particular precaution or editing is required while using the primary data as these were collected with a definite purpose. These are original because these are collected by the investigator for the first time.

Secondary Data: Secondary Data is collected from google forms through internet. Secondary data refer to those data that have already been collected by some other person. Precaution and editing are essential as secondary data were collected by someone else for his own purpose.

Area of study: The area of study through Coimbatore city.

Sample size: The sample size is 150.

Tools used for Analysis: Data analysis tools are simple percentage and Chi square test.

Simple Percentage: Percentage base analysis helps to find which factors is significant among a number of factors. One of the basic uses of percentages is calculating and comparing two quantities. It helps in comparing and reviewing the results and progress. It a give an event will occur may be expressed as a percentage

Chi Square: A Chi square statistics which is used to test the measure of expectations compare above or model result. Chi-square test of independence (also known as the Pearson Chi-square test, or simply the Chi-square) is one of the most useful statistics for testing hypotheses when the variables are nominal, as often happens in clinical research.

Review of literature

Curran Etal (2011) have discussed social media sites such as Facebook are better than other advertising avenues because it stores information on all it's users thus ensuring marketing reaches a digital market. Social media sites are a great stage for retailers can use information stored on social media sites to improve user experience with their brand.

Saleh. M. Etal (2012) compares both internet based as well as traditional marketing and digital marketing is more economical and faster way to reach out to buyer directly and is the idea way for business to advertise locally or internationally. Each has advantages and but the domain of effect is low on the other hand using of digital marketing will exceed the boundaries and introduce goods and services to the demographic of internet would be chipper faster and convenient for marketing.

Analysis and interpretation

In this chapter the result from the questionnaire are collected analyzed and interpret. In this study two tools are used.

Simple percentage

Chi square test

Particulars	On an average often do you purchase products through online during a year				
	1-4 times	5-8 times	6-10 times	More than 12 times	Total
1. Once in a week	3	8	6	1	18
2. Weekly 2 times	9	47	14	5	75
3. Once in a month	6	23	13	5	47
Others	2	4	2	2	10
Total	21	81	35	13	150

Particulars	Value	Degree of frequency
Pearson chi square	6.635a	9
Likelihood	6.201	9
Linear by linear association	570	1
No. Of valid cases	150	

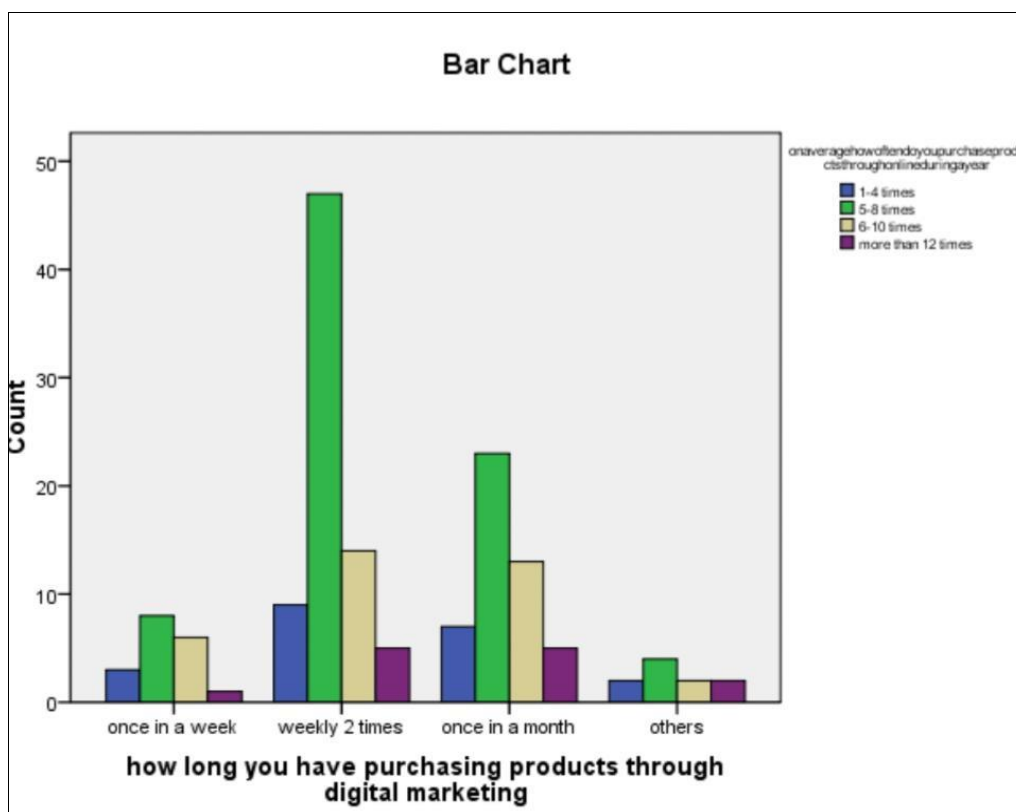


Fig 1

Conclusion

This project was conducted with the real of finding out the customer awareness level of Digital Marketing. Based on this information obtained in the course of the project there is a sincere effort to drawn a meaningful conclusion. After having detail of study on Digital Marketing one can see a

great change in the behaviour of people in many manners like their attitude, buying pattern. In earlier times people use to do manual but now as time changed people are becoming busy and due to technology has brought a new revolution i.e. Digital Marketing.

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