



## A study on customer satisfaction towards retail marketing v/s digital marketing with special reference to Coimbatore city

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### Abstract

In order to interact with, engage, and connect with its target audience and ultimately sell its goods and service, a company will typically use retail or traditional marketing. However, since the advent of digital media particularly social media, and technological advancements, businesses have placed a greater emphasis on developing more meaningful, long-lasting relationships with the customer they hope to attract. The media landscape is becoming more and more fragmented, which makes it harder for marketers to connect while also offering amazing opportunities to break new ground. The business focused on the quick changes in the market, rivals, distribution network, mass media, and new technology, as well as the interests, preferences, and expectations of its customer regarding its products.

**Keywords:** Retail marketing, Digital Marketing, scope of marketing, customer satisfaction, online purchase, shopper value.

### Introduction

Marketing is the way a business interacts with its customers. The goal of marketing is to sell a business's products or services to its customers. A product isn't a complete product until it's in the hands of its customers. Marketing is the management process that moves goods and services from idea to end user.

In response to the consumer revolution and the rise of the middle classes during the Industrial Revolution in the late 18th and early 19th centuries, and following the Industrial Revolution of the late 17th and early 18th centuries, a new middle class demanded new goods and services. Many of the marketing techniques we use today, such as direct marketing, were developed by entrepreneurs such as Matthew Boulton and the pottery maker, Josiah Wedgwood.

### Digital Marketing

Industry in India is spread to almost all the business sectors. Some of the applications of E-Marketing are shopping and order tracking, online banking, payment systems and content management. The power of digital marketing allows geographical barriers to disappear making all consumers and businesses on earth potential customers and suppliers.

### Retail Marketing

Every tactic a consumer firm uses to attract customers and boost sales of its goods and services is referred to as retail marketing. Retail marketing strategies affect nearly every facet of a company's operations, such as checkout processes, pricing strategies, advertising sales and promotions, signage, and customer service.

- To investigate the potential and penetration of digital marketing in comparison to retail marketing
- To comprehend how well digital marketing outperforms retail marketing in terms of reach and awareness.
- To understand customer opinion towards retail and digital marketing in terms of growth.

To study the factors on customer satisfaction towards retail marketing v/s digital marketing with special reference to Coimbatore city.

### Review of Literature

Kiani, (1998), With the advent of new technology, marketers now have more options for managing their websites and accomplishing their goal. Online advertising is a potential marketing tool that helps businesses succeed by boosting traffic and creating brands.

Mort, Sullivan, Drennan, Judy, (2002), More significantly, the quick development of technology and shifting market conditions have led to the expansion of digital marketing.

Teo, (2005), Business in Singapore have evaluated the efficacy and utility of digital marketing instruments as being successful in producing outcomes.

Morozaan et al. (2009), through digital marketing it is possible to promote products and services using digital distribution channels to reach consumers in a relevant personal and cost-effective way.

Varadharajan (2010), A Marketing strategy is a set of integrated patterns or decisions that outline an organization's key decisions related to products, markets, marketing efforts, and resources in the development, promotion, and distribution of products that provides value to customers in return, helping the organization reach particular goals

### Need of the study

The way firms manufacture and promote their products has been significantly impacted by the explosion of computer, telephone, and television technology. Our lives have drastically changed as a result of technology's ability to provide us with new and improved food, clothing, housing, automobiles, and entertainment options. The purpose of this study is to learn what consumers think about digital and retail marketing. Given that more individuals in Coimbatore than in other states likely prefer to purchase online, it is important to understand how customers feel about both retail and digital marketing.

**Purpose of the study**

The primary objective of marketing is to generate interest in a company’s products or service. This is achieved by carrying out market research, analyzing, and taking into account the interests of a business’s ideal customers, then attracting them with educational and useful material.

**Research Methodology**

The goal of the study is to compare digital and retail marketing, Data Source, Data Collection, Sample Size, Study area, Statistical tools utilized, and other pertinent topics.

**Sources of data**

In this study I have adopted by primary data through questionnaire method.

**Collection of data**

In this study I have adopted by primary data with sample size of 150 respondents.

**Sampling techniques**

A convenient sample method is used to analyze the project, Primary data is the foundation of the investigation. To assess the questionnaire and verify the study’s viability, a pilot study is carried out.

**Statistical tool**

- Percentage Analysis
- Correlation Method
- Anova
- Garrett Ranking

**Research Design**

Descriptive study is undertaken here, the goal of descriptive research design is to describe events, phenomena and study

**Percentage Analysis**

The percentage analysis is the method is to compare one quantity against another, with the second quantity rebased to 100.

$$\text{Percentage analysis} = \frac{\text{Total No. of respondents}}{\text{Total No. of sample size}} \times 100$$

**Purpose of Percentage Analysis**

- It is an effective tool for comparing samples with varying observation counts.
- A Scale of 0 to 100 is used to standardize measures, making it simple and quick to compare samples.
- To prevent creating false impressions, any data table must encompass the entire range of 0 to 100.

**Table 1: Percentage analysis**

| S. No | Source                    | Variable          | N   | %   |
|-------|---------------------------|-------------------|-----|-----|
| 1     | Gender                    | Male              | 53  | 35  |
|       |                           | Female            | 97  | 65  |
|       |                           | Transgender       | -   | -   |
|       |                           | <b>Total</b>      | 150 | 100 |
| 2     | Educational Qualification | Graduate          | 123 | 82  |
|       |                           | Under Graduate    | 12  | 8   |
|       |                           | Post Graduate     | 11  | 7   |
|       |                           | Professional      | 4   | 3   |
|       | <b>Total</b>              | 150               | 100 |     |
| 3     | Occupation                | Student           | 128 | 86  |
|       |                           | Self-employed     | 8   | 5   |
|       |                           | Employee          | 11  | 7   |
|       |                           | Others            | 3   | 2   |
|       | <b>Total</b>              | 150               | 100 |     |
| 4     | Safest and Reliable       | Retail Marketing  | 90  | 60  |
|       |                           | Digital Marketing | 60  | 40  |
|       |                           | <b>Total</b>      | 150 | 100 |
| 5     | Effective and Common      | Pamphlets         | 27  | 18  |
|       |                           | Salesman          | 62  | 42  |
|       |                           | TV or Radio       | 41  | 27  |
|       |                           | Neighbor’s        | 20  | 13  |
|       | <b>Total</b>              | 150               | 100 |     |
| 6     | Online Usage              | Less than 1 hr    | 42  | 28  |
|       |                           | 1–2 hr            | 49  | 33  |
|       |                           | 2–3 hr            | 21  | 14  |
|       |                           | 3–4 hr            | 38  | 25  |
|       | <b>Total</b>              | 150               | 100 |     |
| 7     | Informatics               | Facebook          | 17  | 12  |
|       |                           | Twitter           | 16  | 11  |
|       |                           | YouTube           | 78  | 52  |
|       |                           | Others            | 39  | 26  |
|       | <b>Total</b>              | 150               | 100 |     |
| 8     | Benefits                  | Wide Range        | 29  | 19  |
|       |                           | Time Saving       | 99  | 66  |
|       |                           | Inactive Medium   | 9   | 6   |
|       |                           | Low-cost          | 13  | 9   |
|       | <b>Total</b>              | 150               | 100 |     |

Source: Compiled from Primary.

**Correlation**

Demonstrating a moderate positive correlation between the age of respondents and their views on retail marketing. Illustrating a strong positive correlation between the age of respondents and their perspectives on retail marketing

**Purpose of Correlation Analysis**

- Finding potential inputs for a more complex study is made much easier with correlation analysis
- It is evaluating potential future modification while maintaining other aspects as constant.
- You might also be interested in grasping how two factors are related

**Correlation analysis**

Between age and opinion on retail marketing

| Age      | Memorable | Trust Worthy | Move Innovation | Attention | Commercial | Social Awareness | Total |
|----------|-----------|--------------|-----------------|-----------|------------|------------------|-------|
| Below 18 | 2         | 4            | 3               | 1         | 5          | 1                | 16    |
| 18-25    | 11        | 5            | 6               | 4         | 15         | 12               | 53    |
| 25-35    | 7         | 12           | 6               | 11        | 8          | 4                | 48    |
| Above 35 | 6         | 3            | 4               | 5         | 10         | 5                | 33    |
|          | 26        | 24           | 19              | 21        | 38         | 22               | 150   |

=0.47196485

**Interpretation**

r = 0.47 a strong positive correlation among the age groups and views on the retail marketing of the participants.

| Age      | Memorable | Trust worthy | More innovative | Attention | Commercial | Social Awareness | Total |
|----------|-----------|--------------|-----------------|-----------|------------|------------------|-------|
| Below 18 | 3         | 5            | 9               | 3         | 2          | 7                | 29    |
| 18-25    | 5         | 11           | 12              | 6         | 1          | 15               | 50    |
| 25-35    | 2         | 4            | 3               | 8         | 3          | 13               | 33    |
| Above 35 | 12        | 4            | 5               | 2         | 4          | 11               | 38    |
|          | 29        | 6            | 29              | 19        | 8          | 46               | 150   |

=0.827153137

**Interpretation**

The Above table r = 0.82 There is a strong positive correlation between the age of the respondents and their views on digital marketing

**Analyses of variance (Anova)**

It is a statistical method that separates the variation within a dataset into specific component.

**Purpose of Anova**

1. It is employed to compare deviation from the mean of various industries
2. The range of ANOVA Sceneries utilize it to ascertain whether the means of various groups differ in any way

| Variable  | Sources        | Sum of Squares | df  | Mean Square | F      | Sig. |
|---|----------------|----------------|-----|-------------|--------|------|
| Retail marketing is safe and reliable media to marketing          | Between Groups | .000           | 3   | .000        |        |      |
|   | Within Groups  | .000           | 146 | .000        |        |      |
|   | Total          | .000           | 149 |             |        |      |
| New product launching via digital marketing                       | Between Groups | 11.294         | 3   | 3.765       | 12.950 | .000 |
|   | Within Groups  | 42.155         | 145 | .291        |        |      |
|   | Total          | 53.450         | 148 |             |        |      |
| Benefits of digital over retail marketing of the respondents      | Between Groups | 35.717         | 3   | 11.906      | 19.792 | .000 |
|   | Within Groups  | 87.222         | 145 | .602        |        |      |
|   | Total          | 122.940        | 148 |             |        |      |
| Digital media is easy and effective way to give feedback          | Between Group  | .454           | 3   | .151        | .664   | .576 |
|   | Within Groups  | 33.089         | 145 | .228        |        |      |
|   | Total          | 33.544         | 148 |             |        |      |
| Technological products should maintain more advertisement         | Between Groups | 1.773          | 3   | .591        | .653   | .582 |
|   | Within Groups  | 131.220        | 145 | .905        |        |      |
|   | Total          | 132.993        | 148 |             |        |      |
| Digital marketing has more freedom of choice by easily            | Between Groups | 11.344         | 3   | 3.781       | 9.202  | .000 |
|   | Within Groups  | 59.996         | 146 | .411        |        |      |
|   | Total          | 71.340         | 149 |             |        |      |
| Most reliable marketing tool is retail marketing                  | Between Groups | 11.864         | 3   | 3.955       | 4.810  | .003 |
|   | Within Groups  | 120.029        | 146 | .822        |        |      |
|   | Total          | 131.893        | 149 |             |        |      |
| Digital marketing techniques to grow your business of respondents | Between Groups | 2.548          | 3   | .849        | 1.336  | .265 |
|   | Within Groups  | 92.785         | 146 | .636        |        |      |
|   | Total          | 95.333         | 149 |             |        |      |

### Interpretation

1. The given data consists of the retail marketing, new product launching, benefits, digital marketing, advertising, freedom of choice, marketing tool and digital marketing.
2. For the variable "retail marketing" the mean satisfaction score was highest for respondents below 20 years of age (1.37) and lowest for respondents between 32-41 years (1.16).
3. For the variable "new product launching" the mean satisfaction score was highest for respondents below 20 years of age (2.52) and lowest for respondents between 21 -31 years (2.16).
4. For the variable "benefits" the mean satisfaction score was highest for respondents below 20 years of age (1.62) and lowest for respondents between 21-31 years (1.47).
5. For the variable "digital marketing " the mean satisfaction score was highest for respondents between 32-41 years (3.25) and lowest for respondents between 21-31 years (2.95).
6. For the variable "advertising," the mean satisfaction score was highest for respondents between 32-41 years (1.40) and lowest for respondents below 20 years of age (1.15).
7. For the variable "marketing tool" the mean satisfaction score was highest for respondents between 32-41 years (1.47) and lowest for respondents below 20 years of age (1.34).
8. For the variable " digital marketing," the mean satisfaction score was highest for respondents between 21-31 years (2.97) and lowest for respondents between 32-41 years (2.80)

### Findings

1. Electronic Marketing is a modern approach that utilizes media, Digital technology, and the internet to achieve business objectives. It represents a new form of marketing where marketers leverage these digital elements to enhance their strategies
2. Email marketing stands as one of the most established and impactful strategies in the realm of digital marketing. A meticulously crafted email campaign has the potential to yield substantial advantages for both individuals and businesses.
3. Improve sales conversion rates by encouraging repeat purchases through reduced pricing and subsequent advertising efforts. Additionally, implement strategies for cross-selling and upselling products and services.

### Suggestions

1. A comprehensive marketing communications strategy should encompass both qualitative and quantitative market research, offering insights for enhancing the promotion of products and services through an understanding of consumer behavior. This research indicates that social media, as a contemporary marketing communication method, plays a crucial role in engaging with consumers effectively. Based on the survey, the following recommendations have been made:
2. The study revealed that individuals who engage with social media on a daily basis for 2 to 3 hours provide

marketers with sample opportunities to capture their interest regarding the product

3. A majority of the attendees mentioned that Facebook is their primary social media platform, indicating that marketers thought to focus more on optimizing their presence on this site. With more people accessing the internet via mobile devices than PC's, it has become easier to engage with customer and maintain frequent connections

### Conclusion

In conclusion, the Marketing concept is a philosophy that encourages every business to assess the needs of its customer and make informed decision to meet those needs. This approach can also foster strong relationship with customer. The significance of online marketing is growing for companies, as it has become a key focus for many seeking to engage with customer and increase sales. Promoting brands through the internet and various digital communication channels is essential for connecting with potential customer. Analysis of statistical data reveals a clear trend: a growing number of consumers in the selected city are opting for online purchasing options.

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