



A CRITICAL ANALYSIS OF CUSTOMER'S SATISFACTION IN DIGITAL MARKETING A CASE STUDY OF HINGNA TALUKA

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ABSTRACT :

The digital marketing is the part and parcel of modern era. There has been tremendous improvement in number of beneficiaries of digital marketing. There are several factors which are responsible for its growth. One of the crucial among them will be the availability of internet facility at modest price. The internet adeptness has made everyone to feel good about digital marketing. In this research the researcher has made an effort to study the satisfaction in digital marketing. for this purpose he has filled questionnaire from 100 respondents in Hingna city.

KEYWORDS : Digital marketing, customer satisfaction .

INTRODUCTION:

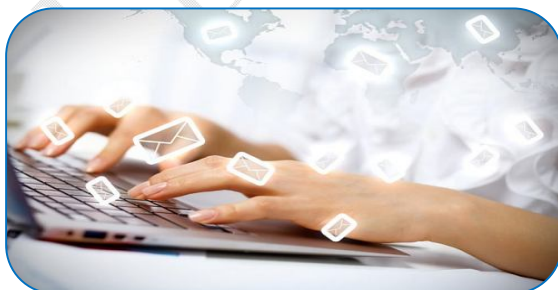
Digital marketing, e-marketing, Internet marketing and electronic marketing are all related in terms which, basically put; refer to "marketing online whether via websites (Chaffey & Smith, 2008) and Waghmare (2012) e commerce pointed out promotion of products through digital media.

Using the internet, social media, mobile apps, and other digital communication technologies has become part of billions of people's daily lives. For instance, the current rate of internet use among American adults is about 87% and is closer to 100% for demographic groups such as college-educated and higher-income adults (pee research center)

The first approaches to digital marketing defined it as a new approach of conventional marketing with latest tools and strategies, on Internet. However, the many things of the digital world and its application in marketing have increased the development of channels, formats and languages that have led to tools and strategies that are unthinkable offline.

As per a report by IAMA and Boston consulting group, India has one of the largest and fastest growing populations of Internet users in the world—190 million as of June 2014 and growing rapidly.

- According to a report, India will cross 500 million Internet Users Mark in 2020
- According to Direct Marketing Association, Digital Marketing Industry is worth \$62 billion
- According to eMarketer, advertising via mobile phones and tablets rose 180 percent, to \$4 billion in 2014
- According to a report published in The Hindustan Times, New Delhi digital advertising space in India is worth Rs. 6000 crore and video is Rs. 1600 crore of that. In 2016 the digital ad space will grow to Rs. 8100 crore and video will grow faster than search and classified.



OBJECTIVES

- 1)To study the concept & progress of digital marketing in India.

- 2) To study the perception of respondents in terms of digital marketing
- 3) To study the factors leading to satisfaction of studied customers regarding digital marketing

HYPOTHESES

H1 Educational qualification is not associated with the awareness about digital marketing

H2 Income is not associated with product buy through digital Channels

REVIEW OF LITERATURE

Longo (2016) express his opinion that that strategy in digital marketing must be prioritized. The President of EDventure Holding Inc., Esther Dyan, explained that the internet is no more an additional sales or advertising method, but has become a tool that which has changed the idea of doing business completely. The President of EDventured also stated that digitalization is projected to have great future.(Patrutiu Baltes, 2016). Client-focused Strategy Armitage (2015) explained that digital stratagem should be the cornerstone of an business "go to" market strategy.

RESEARCH METHODOLOGY

The study carried out with both primary and secondary data. The primary data was collected through structured questionnaire from samples of 100 respondents from the specified area. The samples have been considered by using convenient sampling method. Secondary data is also being collected from articles, journals etc. The tool used to analyze the data is chi-square test.

Area of the Study

For this study the respondents are randomly selected in the Hingna city

General profile of Respondents

Particulars	Categories	Number of Respondents	Percentage %
Gender	Male	56	56%
	Female	44	44%
Age	21-30	24	24%
	31-40	22	22%
	41-50	21	21%
	51-60	31	31%
	60 & above	02	02%
Marital Status	Married	61	61%
	Unmarried	39	39%
Types of customers	Student	29	29%
	Working professional	21	21%
	Salaried	28	28%
	Businessmen	08	08%
	Housewife	12	12%
	Pensioner	02	02%
Qualification	U.G. []	45	45%
	P.G. []	20	20%
	Professionals []	30	30%
	Ph.d []	05	05%
Gross Annual income	Below 4 lakh	35	35%
	4 to 8 lakh	20	20%
	8 to 12 lakh	35	35%
	12 to 16 lakh	10	10%

Source :- Primary data collection

How many times customers purchased through digital marketing during last year

Particulars	Frequency	Percentage
0-10	15	15%
10-20	20	20%
20-30	36	36%
30-40	27	27%
40 & above	02	02%
Total	100	

Out of total 100 respondent's majority of respondents have purchased from range of 10 to 40.

What type of digital marketing you refer

Particulars	Frequency	Percentage
Search engine optimization	21	21%
E mail marketing	06	06%
Pay per click advertisement	18	18%
Online advertising	40	40%
Content marketing	10	10%
Social media marketing	05	05%

What types of products do you purchased with the help of digital marketing

Particulars	Frequency	Percentage
Electronic goods	52	52%
Cloths	21	21%
Jewellery	03	03%
Daily needs	10	10%
Books	02	02%
Home decoration	04	04%
Others (please specify)	08	08%

From the above question it is clear that more than fifty percent 50% of respondents have purchased electronic goods mainly mobile with the help of digital marketing.

Analysis of customer's satisfaction through digital marketing

Particulars	SA	A	NEUTRAL	D	SD
Convenience					
it gives information	25	68	00	03	04
it facilities comparison	45	26	28	01	00
it gives whole range of products	23	40	16	15	06
it gives latest products	06	15	16	40	23
24* shopping	7	60	03	04	33
Cost					

efficiency					
One can compare price	36	25	18	11	10
Saves money of actual transportation	52	12	18	08	10
Time saving					
Less time to purchase	54	16	22	04	04
Less time in evaluation	16	14	32	18	20
Can read the opinion of customers	25	15	05	18	37
Web site help					
Website design	14	13	36	08	29
Helps in searching actual product	20	18	32	14	16
It is very easy to navigate	32	12	22	16	18
I am familiar with the website	21	16	03	52	08
It gives me quality information	63	13	05	09	10
Security					
I feel safe while purchasing online	16	21	52	02	11
I have my own password	56	18	10	10	06
I can make secured payment	08	45	21	14	12
I can make payment on delivery	50	04	16	18	20

Due to time limitations it was not possible to carry factor analysis. But never the less following is the analysis done by the researcher.

- 1) **Convenience:** - while studying convenience of respondents it was found that the main points of convenience were the facility of comparison and 24*7 shopping.
- 2) **Cost Efficiency:-** while studying the it was found that respondents were happy that they need not to go the shops hence it saves their transportation cost.

- 3) **Time saving** :- while studying time constraints respondents were satisfied as digital marketing saves their valuable time.
 - 4) **Help** :- while analyzing the help by digital marketing to customers it was found that digital marketing gives valuable information to respondents.
 - 5) **Security** :- The two of the biggest security measures which digital marketing markets are that it tells respondents that they have their own password or even they can make payment on delivery.
- Hypothesis testing

H1 Educational qualification is not associated with the awareness about digital marketing

	Search engine optimization	E mail marketing	Pay per click advertisement	Online advertising	Content marketing	Social media marketing	Total
U.G. []	15	02	01	22	04	01	45
P.G. []	02	02	02	10	02	02	20
Professionals []	03	02	13	08	02	02	30
Ph.d []	01	00	02	00	02	00	05
	21	06	18	40	10	05	100

While doing chi square calculation it was found that calculated value is 37.877425044092, while table value is 24.996 since $c > c_{table}$. Hence the null hypothesis of Educational calculated value is more than table value. Hence null hypotheses is **rejected**. So Educational qualification is associated with the awareness about digital marketing.

H2 Income is not associated with the awareness about digital marketing

	Electronic goods	Cloths	Jewellery	Daily needs	Books	Home decoration	others	Total
Below 4 lakh	17	03	00	08	00	00	07	35
4 to 8 lakh	07	08	02	02	00	00	01	20
8 to 12 lakh	22	10	01	00	00	02	00	35
12 to 16 lakh	06	00	00	00	02	02	00	10
	52	21	03	10	02	04	08	100

While doing chi square calculation on above table it was found that calculated value is 63.062074829932, while table value is 28.869. Hence calculated value which is more than table value. Hence the null hypothesis of Income is not associated with the awareness about digital marketing is **rejected**. So Income is associated with the awareness about digital marketing.

FINDINGS

During the research it was found that the digital marketing has received tremendous momentum in recent era and it is here to stay. Earlier E-commerce is used to be popular among young personnel and it was supposed to be the work of high profile people. But due to digital marketing E-commerce has reached to every section of society as well as to every age group.

CONCLUSION & RECOMMENDATIONS

It was the obvious concern of respondents regarding the after sales service. In digital marketing one can erase this concern from the mind of customers. Also there have been issues with password protection and there are some products which are not available on cash on delivery. Digital marketing can raise this

issue to business. Lastly it was felt that digital marketing should be more a two way communication i.e. communication from customers to business must also be given due importance.

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