

“A Study on Consumer Perception of Digital Marketing”

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Abstract:

The purpose of this study was to find out how many of them prefer and use online marketing. The main objective of the study is to find out the factors affecting the purchase of products and services and to find the level of satisfaction of online shoppers. The article explains which products to target with digital marketing, for how many years the product must be purchased, how you prefer to pay the amount, etc.

Keywords: Consumer Perception, Digital Marketing, Marketing

Introduction:

Digital marketing is a very popular term that has been used in different countries. Digital Marketing is also known as "Internet Marketing" or "Online Marketing". At first, most people were not aware of this digital marketing system. Later, the technology was updated and people got information about digital usage. Access is through online electronic devices such as mobile phones, tablets, laptops, etc. Digital marketing is the term by which business organizations can use technologies to promote and sell their products and provide services to their customers. It is one of the best sources to promote business worldwide through digital marketing. In digital marketing, companies can give customers and users the opportunity to submit product comments, product reviews, feedback and ratings so that companies can make the necessary changes if necessary. Customer support is very important in internet marketing. The purpose of this study on customer attitudes towards online purchase decisions (perception) were to reveal to consumers and propensity to buy online. The Organization for Economic Cooperation and Development (OECD) defines electronic commerce as "commercial transactions involving both organizations and individuals and based on the processing and transmission of digitized information, including text, sound and visual images, through open networks or closed gateways to the Internet".

“Therefore, electronic commerce can be defined as the transfer of goods and services between a buyer and a seller using the Internet as a means of commerce. E-commerce is a type of business transaction that does not involve paperwork or require physical interaction. Unlike traditional shopping, online shopping is characterized by features such as anytime, anywhere shopping, access to a wide range of brands and product options, payment options by credit card, debit card, e-wallet or cash. Delivery, product delivered to your door, easy and convenient return policy and no intrusion. This made e-shoppers and shopping experiences, because virtual stores are great in terms of simplicity, choice and affordability. Brick-and-mortar retailers can no longer

afford to ignore the promise of this resource. Consumers want to shop online and e-shopping has really matured. Retail footprint is not considered. Also, customers do not have the opportunity to touch and feel the products they buy in the real world.

Review of Literature:

Preetham D - (Jul 4, 2021) In his study "Consumer Perception to Online Marketing", the researcher argues that the e-shopping platform benefits the store and also increases online shopping. The online platform offers a variety of products at a reasonable price and a payment method that is also very easy to pay. E-commerce also improves consumer buying habits. The researcher should focus his research on the network framework, the effectiveness of online marketing in rural areas and focus on the opportunities and threats of online marketing. Finally, the researcher states in his research that internet marketing is a gift to both businessmen and consumers. Nowadays everyone uses the internet because of the advancement of technology. Technology plays a key role in buying and selling goods and services.

Raunaque, N., Zeeshan, M. and Imam, M.A. (2016) - "Researcher in his study "Consumer Perception towards Online Marketing in India", consumers still fear loss of money and also worthless product delivered. In the past days, many events happened every day, we also saw in the newspapers. Improve the relevant consumer protection policy, product quality, return the money in a certain time and also reduce the fear of consumers. Only then will online marketing be effective and beneficial to the end users.

Thakur, S. and Aurora, R. (2015) 'Consumer Perception: A Study of Online Marketing' said that online shopping is convenient, easy to buy products and services at reasonable prices. When it comes to traditional purchase of goods and services, we can go to more stores and compare quality, price and finally buy goods and services. It takes some time. But shopping online saves consumers time and energy.

Objectives of the study:

- 1) A study of consumer perception towards Digital marketing.
- 2) A study the impact of Digital Marketing on Consumer.

Research Methodology:

The research methodology describes the research structure used in the current study. This section discusses the size of the research sample and the procedure used to choose participants for the study. The study was based on primary & secondary sources of information. The reliability of research instruments was examined in order to determine their suitability

Sample Size:

Data was collected from 200 respondents based on the consumers who purchase the products through online mode with the help on digital marketing.

Table No. 1 Gender wise distribution of the Respondents

| Sr. No | Particular | % of the Respondents |
|--------|------------|----------------------|
| 1 | Male | 60 (30%) |
| 2 | Female | 140 (70%) |
| | Total | 200 (100%) |

Table No.1 shows that, 70% of the respondents are female and 30% of the respondents are male. It is inferred that the majority of the respondents are female.

Table No. 2 Age wise Distribution of the Respondents

| Sr. No | Particular | No of the Respondents |
|--------|----------------|-----------------------|
| 1 | Above 40 Years | 49 |
| 2 | 30-40 Years | 78 |
| 3 | 20-30 Years | 53 |
| 4 | Below 20 years | 20 |
| | Total | 200 (100%) |

Table No.2 shows that, 78 respondents belong to the age group of 30 to 40 years, 53 of the respondents belong to the age group of 20 to 30 years, 49 of the respondents belong to the age group of above 40 years and 20 of the respondents belong to the age group below 20 years. The study reveals that majority (78) of the respondents belong to the age group of 30 to 40 years.

Table No. 3 Perception/Awareness of Digital Banking

| Sr. No | Particular | No. of the Respondents |
|--------|------------|------------------------|
| 1 | Yes | 170 |
| 2 | No | 30 |
| | Total | 200 |

Table No.3 shows that majorities (170) of the respondents are aware of Digital marketing and 30 of the respondents are less aware of Digital marketing. It is inferred that the majority (170) of the respondents are much aware of Digital marketing.

Table No. 4. Digital marketing is used to purchase product

| Sr. No | Particular | No. of the Respondents |
|--------|------------|------------------------|
| 1 | Yes | 80 |
| 2 | No | 120 |
| | Total | 200 |

Table.No.4 shows that, majority (120) of the respondents are not using Digital marketing to purchase products and 80 of the respondents use Digital marketing to purchase product. It is inferred that majority (120) of the respondents Digital marketing are not use to purchase products.

Table No. 5 Impact of Digital Marketing on Consumer

| Sr. No | Particular | No. of the Respondents |
|--------|------------|------------------------|
| 1 | Positive | 155 |
| 2 | Negative | 45 |
| | Total | 200 |

Table No.5 shows that majorities (155) of the respondents are positive impact and 45 of the respondents are Negative impact. It is inferred that the majority (155) of the respondents are Positive impact on consumer of the Digital marketing.

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.
- Marketing plans should be made with consider the perception of online marketing.

Conclusion:

The Internet has grown tremendously as a means of communication, leading to the creation of a global online marketplace for businesses and consumers. Marketing researchers and industry commentators suggest that this is a challenging time for ad agencies as they enter the interactive age. Responding to these important changes will affect the structure and functionality of advertising. The research carried out in this study is a response to the questions developed in the study of the Internet and its effect on the consumer. Based on this study, the researcher found that online advertisements are effective. The study also states that buying products does not have a significant impact on consumers, and they consider online advertisements to be reliable and compare them from other sources as well. Online advertisements are very reliable and play a role in creating consumer awareness and providing correct information about products and services.

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