

STUDY ON CONSUMER PERCEPTION ON MARKETING COMMUNICATION IN DIGITAL MARKETING

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

**N.T DON JOSEPH
REGISTER NO:42410089**



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A++" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

DECEMBER 2023



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of N.T DON JOSEPH (42410089) who carried out the Project STUDY ON CONSUMER PERCEPTION ON MARKETING COMMUNICATION IN DIGITAL MARKETING under my supervision from SEPTEMBER 2023 to DECEMBER 2023.

Internal guide

External Guide

**Dr. BHUVANESWARI .G, MBA., Ph.D
Dean – School of Management Studies**

Submitted for Viva voce Examination held on _____

External Examiner

INTERNAL EXAMINER

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies and Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., - Head - School of Management Studies for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR M.DEEPA** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the Training.



N.T DON JOSEPH

Date :12 – 01 – 2024

Place : Chennai

CHAPTER NO	TITEL	PAGE.NO
1	INTRODUCTION 1.1 Introduction 1.2 Need for the study 1.3 Objectives of the study 1.4 Research Methodology 1. Data source 2. Sample 3. Hypothesis	1-6
2	REVIEW OF LITERATURE	6-11
3	DATA ANALYSIS AND INTREPRETATION	11-51
4	SUMMARY FINDINGS, SUGESTIONS AND CONCLUTION 5.1 Summary of findings 5.2 Suggestions 5.3 Conclusion	51-54
5	BIBLIOGRAPHY QUESTIONNAIRE	54-60

LIST OF TABLES

Table No	TITLE	Page No
1	Table showing Gender of Respondents	11
2	Table showing Age of Respondents	14
3	Table showing Education Qualification	16
4	Table showing Information about Products	18
5	Table showing Collecting the information before Purchasing	20
6	Table showing Types of Information	22
7	Table showing Purchase from Online Site	24
8	Table showing Types of product/service purchased online	26
9	Table showing Information while watching television	28
10	Table showing Read Newspaper	30
11	Table showing Read Newspaper Online	32
12	Table showing Laptop or PC	34
13	Table showing Tablet Usage	36
14	Table showing Internet Connection	38
15	Table showing Prefer to use gadgets	40
16	Table showing Noticing of advertisements	42
17	Table showing What do they notice	44
18	Table showing Experience share with others	46
19	Table showing Satisfied with the online purchase	48
20	Regression Analysis	55
21	Regression and Anova	56

LIST OF CHARTS

Chart no	TITLE	Page no
1	Chart showing Gender of Respondents	13
2	Chart showing Age of Respondents	15
3	Chart showing Education Qualification	17
4	Chart showing Information about products	19
5	Chart showing Collecting the information before purchasing	21

6	Chart showing Types of Information	23
7	Chart showing Purchase from online site	25
8	Chart showing Types of products/service purchased online	27
9	Chart showing Information while watching television	29
10	Chart showing Read Newspaper	31
11	Chart showing Read Newspaper Online	33
12	Chart showing Laptop or PC	35
13	Chart showing Tablet usage	37
14	Chart showing Internet connection	39
15	Chart showing Prefer to use gadgets	41
16	Chart showing Noticing of advertisement	43
17	Chart showing What do they notice	45
18	Chart showing Experience share with others	47
19	Chart showing Satisfied with the online purchase	49

CHAPTER-1

INTRODUCTION

Online advertising is a strategy of marketing that has become increasingly popular as a means of promoting products and services to customers through online portals. Online advertising entails expanding the reach of internet marketing to include non-internet platforms. Cell phones, social media marketing, display ads, internet marketing, and a variety of many other advertising tools are all included.

Buyers can get content of any available outlet in any place on the planet. People will have to pay attention not only to what the company says about their brand, but also to what the web, mates, organizations, coworkers, as well as others ought to recommend, thanks to the abundance of online technology. Development is a broad term that refers to a variety of promotional tactics used to entice buyers making use of emerging technology. In addition to mobile and conventional TV and radio, digital marketing includes a broad variety of service, product, and brand marketing strategies that mainly utilize the Internet as a primary promotional tool.

The importance of internet advertising in online marketing cannot be overstated. It's also associated with online advertisement because it helps a business to send a message about its goods or services over the internet. Innertubes' content provides the most important material and promotions to the buyer's preferences. Publisher relevant issues regarding certain merchandise or analysis of online for free download by patrons. Publishers could employ increasingly oriented and targeted web ads. Online ads maintains the firm's investment within view, and it has complete leverage across inventory.

In industry, selling is a way of promotional mix that is used to convince, motivate, or influence a target people to buy or decide to lead action. The most popular goal is to manipulate buying performance in relation to a retail venture. According to Richard F. Taflinger, "advertising is the non-personal communication of information which is usually paid for and usually designed to target."

Advertising is usually handled by a third party known as an advertising agency. An marketing firm is an infrastructure firm that establishes, implements, and handles television ads because of its users. An advertising firm is distinct of a firm and aids in the sale of the client's potential customers by bringing a fresh viewpoint to the process. The entity will also take care of all of the publicity and branding needs. It creates advertising campaigns and promotional campaigns for its customers.

The article focuses solely about online or virtual communities firms. There had been a period when broadcasting has been the most popular medium for marketing to market their services, inform people, and grow revenue, but that trend has since changed, and new technology has subsumed it. This shift was mainly fueled by

- Conventional approaches are costly. You might end up having to pay large sums of money more than you would if you used digital marketing platforms.
- Traditional marketing outlets must provide direct input and information about who has seen or received an advertisement and taken action. This information is gathered following the original spot experience

Online advertising, on either end, is the term used to describe commercial strategies that enable businesses to monitor the real-time efficiency of a strategy, particularly What is being observed and how frequently is it being observed, and for how long, as well as other metrics like sales conversions.

Digital Media Marketing or Digital Marketing:

In 1990s, the word "internet marketing" was coined. Digital marketing became more advanced in the 2000s and 2010s as a way to build a deeper and more relevant relationship with customers.

Wikipedia defines "Media that connects consumers using digital equipment (electronics) such as desktop computers, mobile devices, smart phones, tablets, and gaming systems" is how online advertising is described. Blogs, e-mail, applications (both traditional and smartphone), and new platforms are all manifestations of digital marketing tools or platforms.

Online advertising is sometimes pointed to as "online marketing" or "internet marketing," but this is erroneous. Despite the fact that digital marketing is built on the Internet, many people continue to confuse online marketing with online advertising. Nonetheless, they are different. The term "internet marketing" refers to a form of online marketing. Online marketing is a form of direct media.

Customers benefit from digital marketing in the following ways:

Digital marketing has modified consumers' purchasing habits as a result of rapid technological advancements. It has provided consumers with a number of benefits, as described below:

(i) Keep up with new products or services.

Consumers will remain with them or their business because digital marketing technologies enable them to receive information as soon as it is published. Numerous buyers already have internet connection anywhere across, at any point, and firms would be constantly reviewing marketing messages as well as service providers.

(ii) Increased participation

Via find an online, customers can engage with the company's various activities. Buyers can use the company's website to learn more about its products and services, interact with the internet, and leave feedback.

(iii) The products or services are described in great detail.

Social media provides customers with clear knowledge about products and services. There is a slight chance that information received from a specific salesperson will be wrongly interpreted.

On either hand, the Web enables detailed information about the product about which buyers can build their buying decisions.

(iv) Simple to compare to others

Even though many businesses have seeking to sell their products or services through online marketing, it is quickly becoming the most beneficial to customers by encouraging consumers and evaluate products and services from various suppliers in a premium and timely fashion. Consumers do not have to explore a range of stores in order to understand certain commodities.

(v) Shopping is available 24/7

Since the internet is available 24 hours a day, there is no time limit for when a customer can make an online order.

(vi) Distribute product or service content.

Consumers may share the content of a product or service using online marketing. Using online content, one can easily transmit and learn knowledge about the characteristics of a product or service to others.

(vii) Pricing that is obvious

The organization displays product or service prices using a digital marketing channel, making them very easy and accessible to customers. Customers will benefit from being immediately updated by simply looking at some sort of digital marketing. Companies may charge consumers or provide special offers on their products or services on a regular basis, gaining information instantaneously so by examining any at any one kind of digital marketing.

(viii) Allows for immediate purchase.

Consumers which purchase products or services from traditional ads first experience an advert until down at the local location.

Via online advertising, customers can purchase products or services right away.

1.2 OBJECTIVES OF THE STUDY:

1. To investigate the demographic profile of online purchasers.
2. To ascertain a customer's proclivity for gathering information prior to making a purchase.
3. To recognize consumer media use.
4. To gain a better understanding of post-purchase activity.
5. To assess consumer loyalty with online purchases.

1.3 RESEARCH METHODOLOGY

The systematic and theoretical evaluation between techniques in order to determine the compatibility of one tool for use in a specific topic of study is known as methodology. Commonly used terminology include paradigm, mathematical framework, steps, and analytical or subjective sampling. This research employs both structured and unstructured questions.

1.Data Sources:

Primary Data:

It is first-hand information that you have gathered. Personal interviews, questionnaires, surveys, and other methods of gathering primary data are some of the options. Since my project is a descriptive analysis, no primary data was obtained.

Secondary Data:-

Secondary data is gathered from different company brochures and documents that already exist. Secondary data for the thesis came from publications, blogs, and previous studies..

The thesis relied on qualitative analysis to achieve its goals. The descriptive analysis was carried out by reviewing existing literature, which aided in the validation and extraction of key variables. The information was gathered from secondary sources. Periodicals, blogs, publications, and the workplace leaders, and business data were used as secondary sources. I have used an online survey to learn more about Indian consumers' purchasing habits in the digital age.

2. SAMPLE:

Sample size: 105

Sampling technique: Random Sampling

Data collection: Primary data

Data collection technique: Structured questionnaires.

Statistical tool: Anova, Correlation.

3. HYPOTHESIS:

H01: No highly relevant connection among gender and satisfaction with online purchases.

H02: No significant connection among age and consumer satisfaction with purchases made via the internet.

CHAPTER-2

REVIEW OF LITERATURE

The purpose for undertaking research in this field is that it appears to be massive, intimidating, and global. Businesses want a clearer image of where to start, but they don't know where to look. Social networking sites companies have been good altered consumer preferences and expectations, resulting in a revolution in many industries. This was achieved by using a quantifiable Customers in a vast network of accurate customer reviews in instantaneously and analysis.

It is much more efficient for businesses to promote online surveys with the aim of collecting accurate input from targeted audiences and evaluating the findings based on their responses. Customers may use customer reviews and suggestions to help themselves decide whether or not to obtain a product or use a service.

Marketing has been around for quite long time. Business owners used the newspaper and word of mouth to spread the word about their products and services. Digital marketing, on the other hand, is growing in popularity as it incorporates mass media such as television, radio, and the internet. The most commonly used digital marketing strategy today is search engine optimization (SEO) (SEO). Its role is to

1. **Bala and Verma (2018):** It is also difficult to deliver exclusive deals to a handpicked group of consumers during the time when the online project and customer buying storylines are being surveyed. Personalization would help them grow their company by snowballing it. Similarly, they will be able to place a focus on a group of people with particular developments.
2. **Katta, and Patro (2018)** Companies pay a lot of money to boost their reputation so that they can generate everything through their transactions and administration. In terms of prices, online marketers would spend far more money in the mid-term to pay for inventory, pay, rent, and other bills than offline marketers. (SEO-optimized websites), social media ads, or a

network robot are all relatively less expensive than separate developments such as cable, radio, or newspaper campaigns.

3. **Nair (2015)**, the Internet has advanced rapidly, allowing people to create and exchange content with others using web 2.0 technologies. Furthermore, the internet offered advantages such as customization, interactivity, personalization, and networking, which influenced customer behaviour in a positive way. In addition, digital platforms have emerged as the most important means of selling, thanks to new-fangled services, computers, and networks that implemented insightful impacts on consumers alongside a salesperson.
4. **Dasgupta and Ghatge (2015)**, the Internet remains at the core of digital marketing due to its ease of integration and connectivity with various forms of digital devices such as smartphones, smart phones, watches, and so on. The Internet, which has changed the range of marketing, is almost definitely the most important invention of the twentieth century. Furthermore, the Internet has emerged as a medium that aids in the multi-faceted purposes of promotion, circulation, and relationship building, as well as sales. Items are now placed, sold, shared, and purchased via the internet. The Internet has changed conventional marketing's mixed approach.
5. **Arnott (2013)** Peoples personal identity as well as optimism increase substantially of certain responding to complex platforms, as per an analysis, which should be a promising indicator among firms and advertising agencies.
6. **Zhang (2013)**. Helm, Moller, Mauroner, and Conrad are the authors of this book (2013) Potential customers also research online and leave feedback on blogs about their life experiences that have emerged to be an efficient method to increase total revenue. Online sources has found to be an excellent part of a company's marketing campaign. Discovered that interactive customer support resources own a bigger impact beyond standard customer care resources and provide a higher sense of control than standard customer care resources.

7. **Rohm and Hanna, (2011)** Advertising agencies should be comfortable with Google content marketing approaches and strategies, and also how to use success assessment metrics effectively. Around the world, market patterns in youthful increasing access to including the use of social networking sites are evolving. The role of strategy in a company's advertising messages cannot be overstated by using strategic integration frameworks. The complex systems of customers are influenced by their internet shopping experiences (Cetin, Cristiana, Radulescu, 2012). This research is particularly useful for marketers since it emphasises the importance of cultural advertising.
8. **Mangold, (2009):** A social media case study with a twist. By enabling businesses to reach out to millions of consumers with information about their goods and services, Facebook has given them latest advertising . This is mostly feasible unless employees believe where to use Various tactics that boost sales as well as improve their social reception.

The media in Pakistan has grown tremendously, but advertisers prefer to do things the old way (Mohsin 2010). Customers are moving away from the old paradigm. This chasm is widening by the day, with only rudimentary abilities and ways of thinking essential in Pakistan to find solutions of seeking clients. Giant enterprises operate in Pakistan are opting for the traditional path, with the digit the only purpose of this part is to demonstrate that they are current with current trends. The internet is the most powerful tool open to businesses, according to **Yann Poulos (2011)**. Marketing managers who fail to understand the importance of the internet in their company's marketing plan would be at a disadvantage because the internet is changing the brand, pricing, distribution, and promotion approach.

9. **Smyth (2007):** The internet and search engine rankings gave rise to the concept of digital marketing. The first search engine, which used the Gopher network protocol for query and search, was introduced in 1991. Following the website's launch in 1994, businesses started to refine their Yahoo rankings. Google and Yahoo dominated search optimization until the internet bubble burst in 2001. a company Search engine optimization (SEO) became more relevant for major companies such as Google in 2006 as internet search traffic grew. Mobile devices greatly increased internet People all over the world began to communicate more effectively through social media in 2007, when it became possible to use while on the move.
10. **Urban Glen (2006)** emphasizes the value of companies serving as consumer advocates in order to attract new consumers and retain existing ones. According to the source, “when a company advocates for its customers, the customers will advocate for the company.” The author provides many examples, ranging from consumer goods to high-value manufacturing products and services and that show how different businesses, regardless of size, use different tactics to satisfy customer demand.

11. Teo (2005) Content technology has supplanted traditional ads and marketing strategies.

Singapore companies have put digital marketing tools to the test to see if they are successful and useful in achieving their objectives. It has the potential to help the economy recover while also creating enormous opportunities for governments to function more efficiently.

12. Biswas (2004) Prior product knowledge is positively related to their perceived ability to use the information provided, whereas prior product knowledge is negatively related to those with lower product knowledge, according to the report.

13. Kim and Lee (2002), an e-design store's influences customers' access to it. Website design, service and product .There are many factors to consider, including contrast and information design, time to complete an online order form, ease of searching for a product or service, screen layout, screen complexity, page structure, information retrieval methods, information display, use of colour and background, user assistance, and speed of accessing information. Both of these factors contribute to the influx of e-consumers.

14. Zeithaml (2002), E-success, tailing's is based on good website design, fast and efficient shopping, and timely delivery. Real-time delivery, return and replacement processing, the time it takes to fill out an online order form, and the speed at which e-consumers' questions are answered are all features of e-stores.

15. Mort, Sullivan, Drennan, Judy, (2002) Digital marketing, in particular, has developed as a result of rapid technological advances and changing market dynamics. Key marketing characteristics of digital content, such as usability, navigation, and speed, are classified as key marketing characteristics in order for digital marketing to produce results for businesses. Kantilla is a fictional character that Kantilla made (2004) According to Truslove (2009), another tried and tested method for achieving popularity through digital marketing is to use word-of-mouth WOM on social media and to make the web famous. WOM is also related to increased website traffic and new member recruitment, all of which improve marketing exposure.

- 16. Rowley (2001)** online marketing is a form of advertisement that employs the internet to attract customers by sending messages through websites or displaying advertising banners on the websites of other well-known companies. The website should be well-organized, well-designed, and easy to navigate.
- 17. Kiani, (1998):** It's difficult for marketers to build brands and drive traffic to their goods and services because customers have so many options. Marketers who want to run their websites and accomplish their objectives now have new business opportunities thanks to emerging technology. Song (2000): Virtual advertisement is an important marketing vehicle for building brands and generating traffic for businesses to thrive. (2001). For calculating advertisement ROI in terms of producing performance and evaluating efficacy for ad dollars expended, digital marketing is more cost-effective.
- 18. Parsons, Zeisser, and Waitman (1996)** The importance of digital marketing has been recognized by businesses in developed countries. To stay competitive, businesses will need to combine online and conventional approaches to better meet the needs of their customers.
- 19. Paul (1996)** According to Philip Kotler Customers' expectations of convenience, price, product details, and service have all shifted as a result of the internet and modern marketing, companies must be committed to customer service. (Jaworski and Kohli, 1993).
- As a consequence, in today's world, having a strong online presence is important.
- 20. G. Walker (1993)** research report is based on. "Code of Conduct for the Pharmaceutical Industry." According to this report, doctors' monthly visits in India should be twelve, with four visits per month for each doctor. Only after a signed order should drug tests be sent to a doctor, and they should be limited to four days of treatment for a single patient. After gaining approval from the department's head, representatives must meet with a group of physicians. On average, only two such meetings are permitted per year. The department manager inspects the promotional content, and only if the product information is current and scientific is a representative allowed to show it.

CHAPTER-3

DATA ANALYSIS AND INTERPRETATION

1. What is your name?

Total 100 plus respondents has been taken for this survey through Google form.

2. What gender are you?

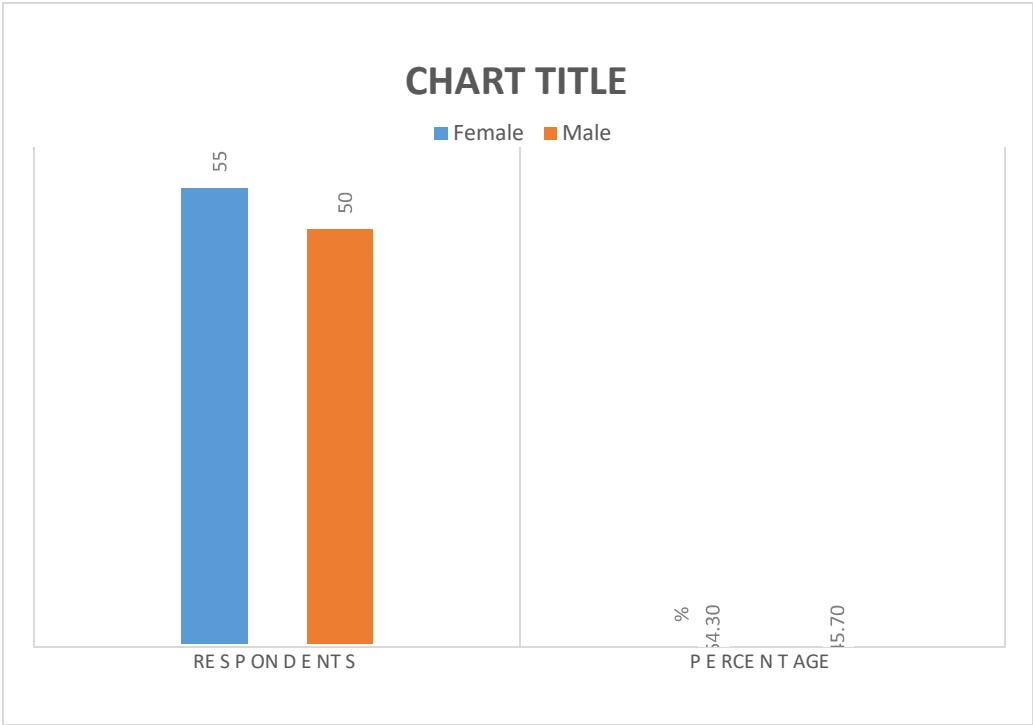
Gender	Respondents	Percentage
Female	55	54.3%
Male	50	45.7%
Total	105	100%

Table 4.1: Respondents' Gender

Interpretation:

From the above table 4.1, it is inferred that out of 105 respondents, a majority of respondents are female and only 47.61% are male.

Chart 4.1: Respondents' Gender



3. Which of the following categories contains your age?

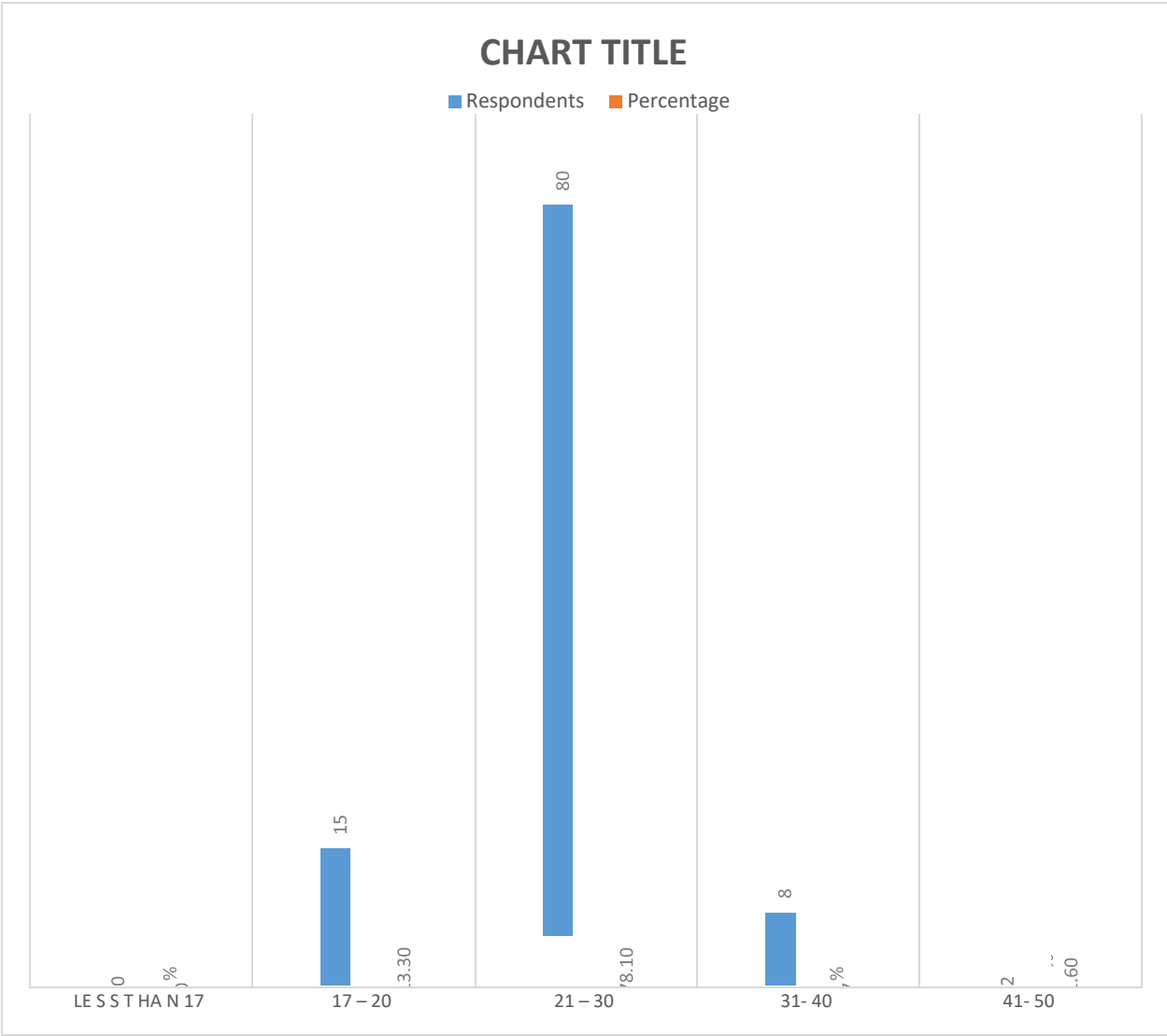
Age	Respondents	Percentage
Less than 17	0	0%
17 – 20	15	13.3%
21 – 30	80	78.1%
31- 40	8	7%
41- 50	2	1.6%
Total	105	100%

Table 4.2: Age of Respondents

Interpretation:

According to table 4.2, 78.1 percent of the 105 respondents are between the ages of 21 and 30, while just 13.3 percent are between the ages of 17 and 20, 7% are between the ages of 31 and 40, and 1.6 percent are between the ages of 41 and 50.

Chart 4.2: Age of respondents



4. What is the highest degree or level of education you have received?

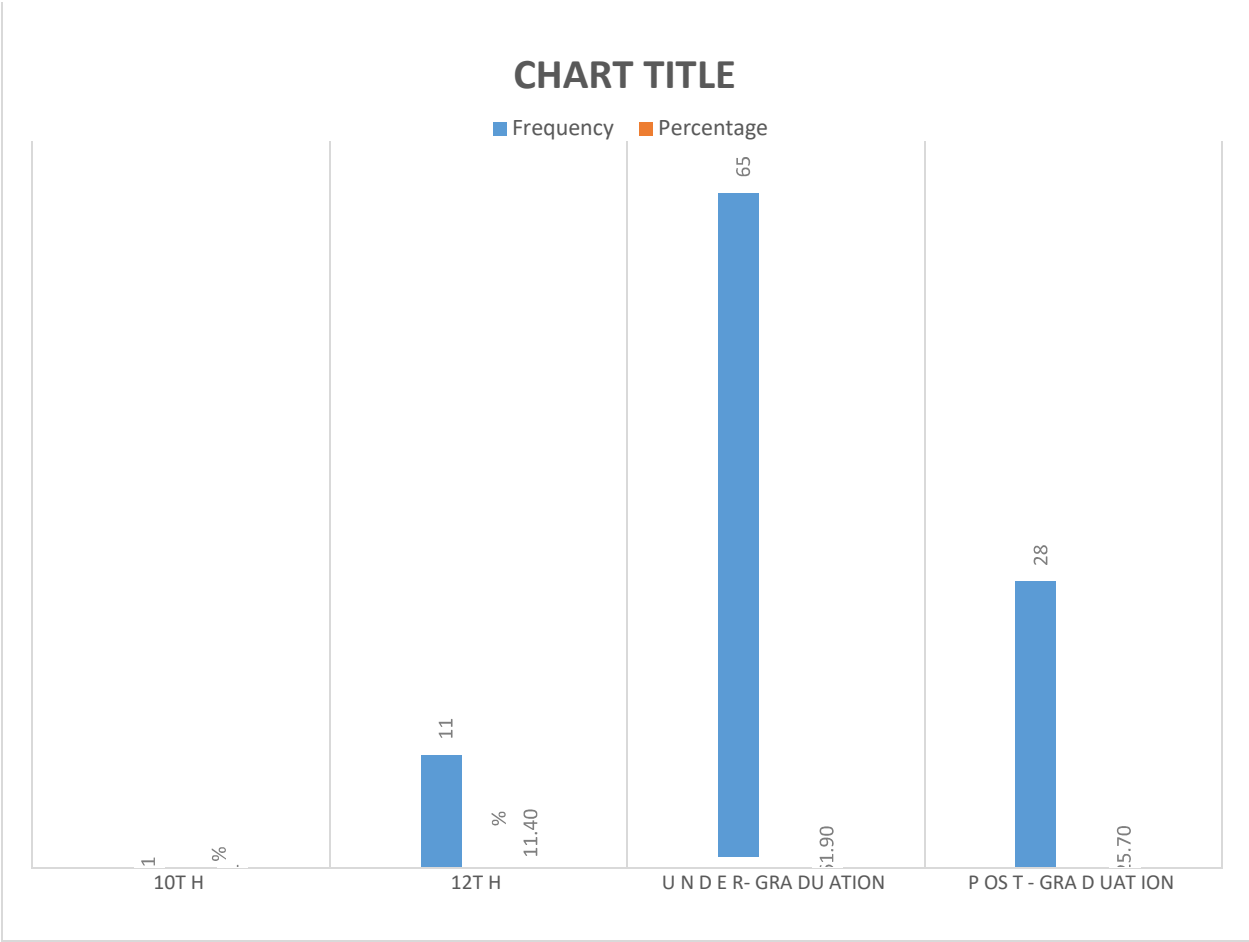
Qualification	Frequency	Percentage
10th	1	1%
12th	11	11.4%
Under-Graduation	65	61.9%
Post-Graduation	28	25.7%
Total	105	100

Table 4.3: Education Qualification

Interpretation:

From the above table 4.3 it is inferred that out of 105 respondents, a majority of respondents say 61.9% are under graduates 25.7% are post-graduation, 11.4% are 12th standard and only 1% of the respondents have completed 10th grade.

Chart 4.3: Educational Qualification



5. How do you get information about products?

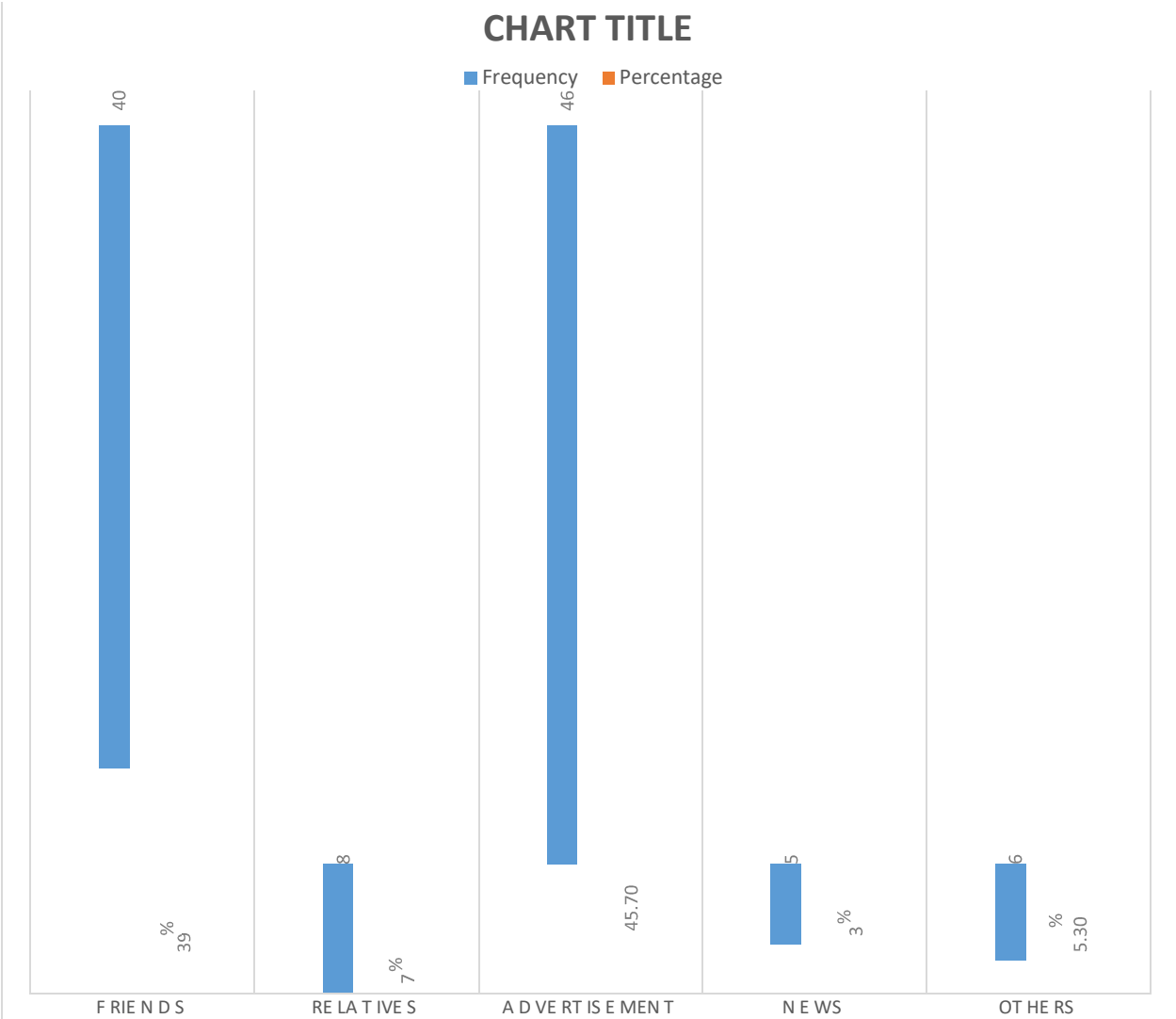
Information From	Frequency	Percentage
Friends	40	39%
Relatives	8	7%
Advertisement	46	45.7%
News	5	3%
Others	6	5.3%
Total	105	100%

Table 4.4: Information about Products

Interpretation:

From the above table 4.4 we can conclude that out of 105 respondent's majority of 45.7% people gets the information from advertisement followed by 39% from friends, 7% are from relatives, 5.3% and 3% are from news and other sources.

Chart 4.4: Information about products



1. Do you gather knowledge about a commodity before buying it?

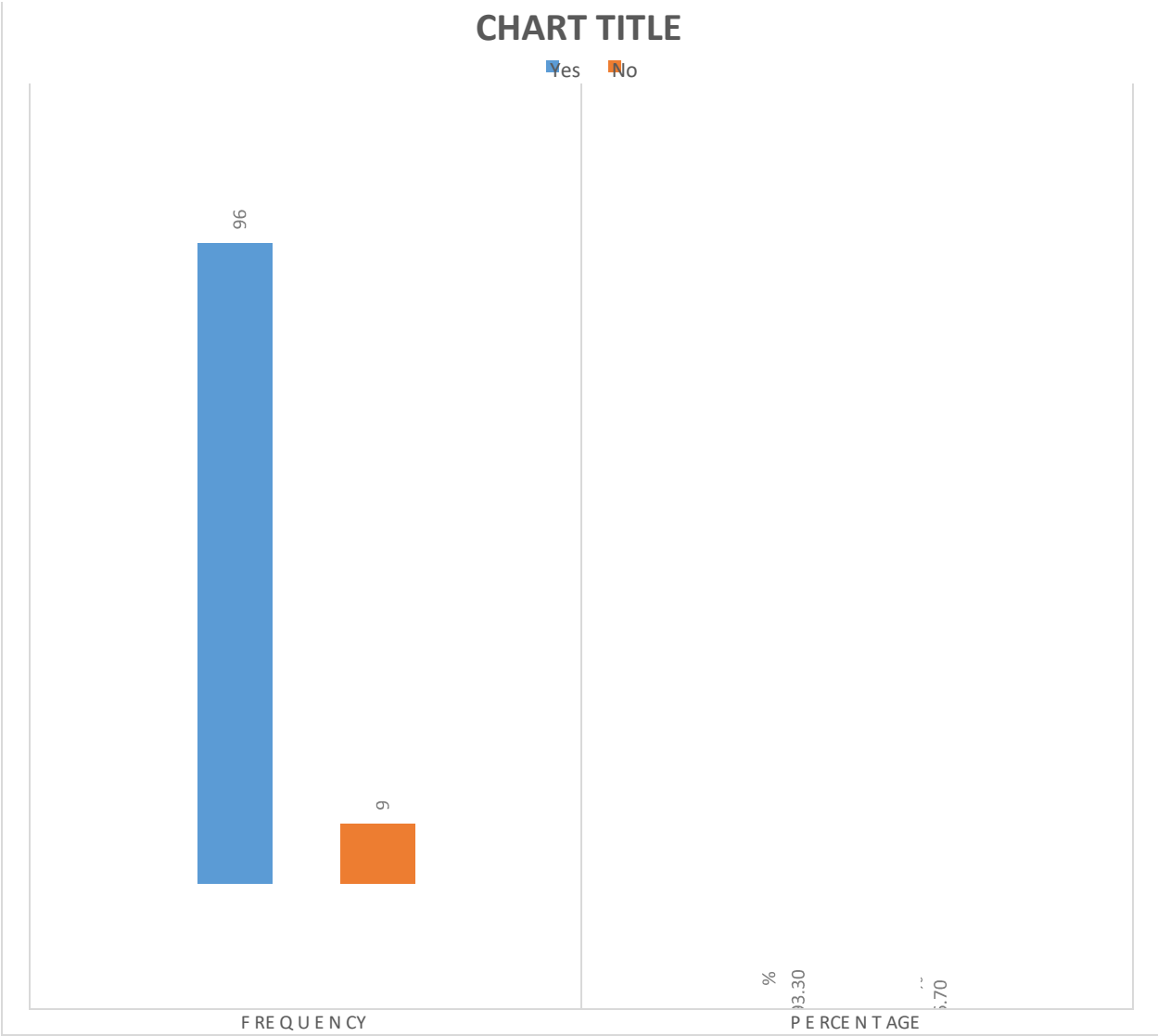
Collect Information	Frequency	Percentage
Yes	96	93.3%
No	9	6.7%
Total	105	100%

Table 4.5: Collecting the information before purchasing

Interpretation:

From the above table 4.5 shows that out of 105 respondents majority of 93.3% collect information before purchasing a product and the remaining of 6.7% respondents don't prefer to collect the information.

Chart 4.5: Collecting the information before purchasing



2. What type of information will you collect?

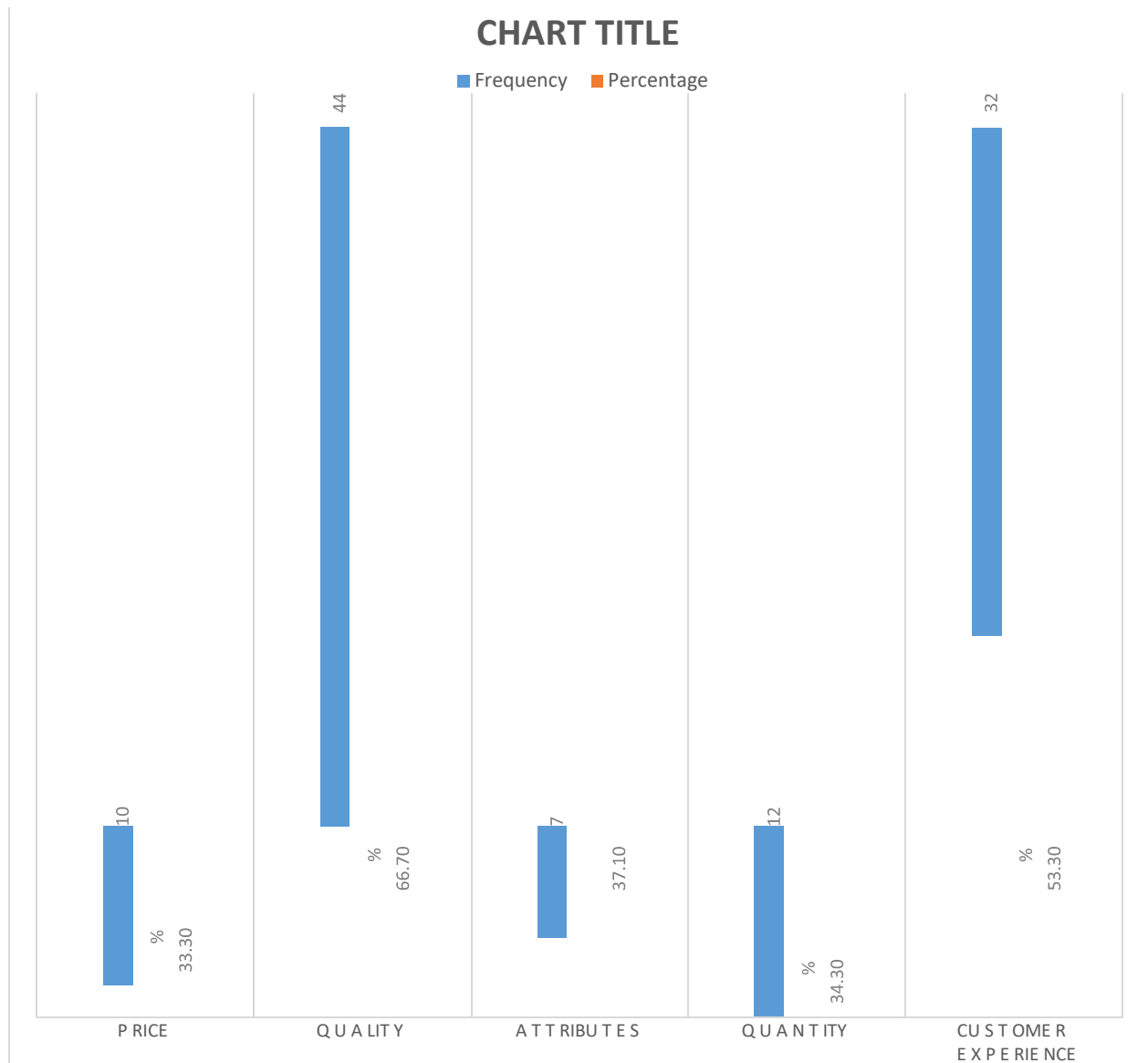
Type of information collect	Frequency	Percentage
Price	10	33.3%
Quality	44	66.7%
Attributes	7	37.1%
Quantity	12	34.3%
Customer Experience	32	53.3%
Total	105	100

Table 4.6: Type of Information

Interpretation:

The above table 4.6 shows that majority of 66.7% respondents check for the quality followed by 53.3% of people check customer experience review, following 37.1% of them check for Attributes, 33.3% responded to price, and the remain 34.3% checks for Quantity of the product before purchasing.

Chart 4.6: Type of Information



3. Have you ever made an online purchase?

Purchase from Online Site	Frequency	Percentage
Yes	98	96.2%
No	7	3.8%
Total	105	100

Table 4.7: Purchase from Online Site

Interpretation:

The above table 4.7 shows that majority of 96.2% of respondents prefer to do online shopping and the remaining 4.8% don't prefer online shopping.

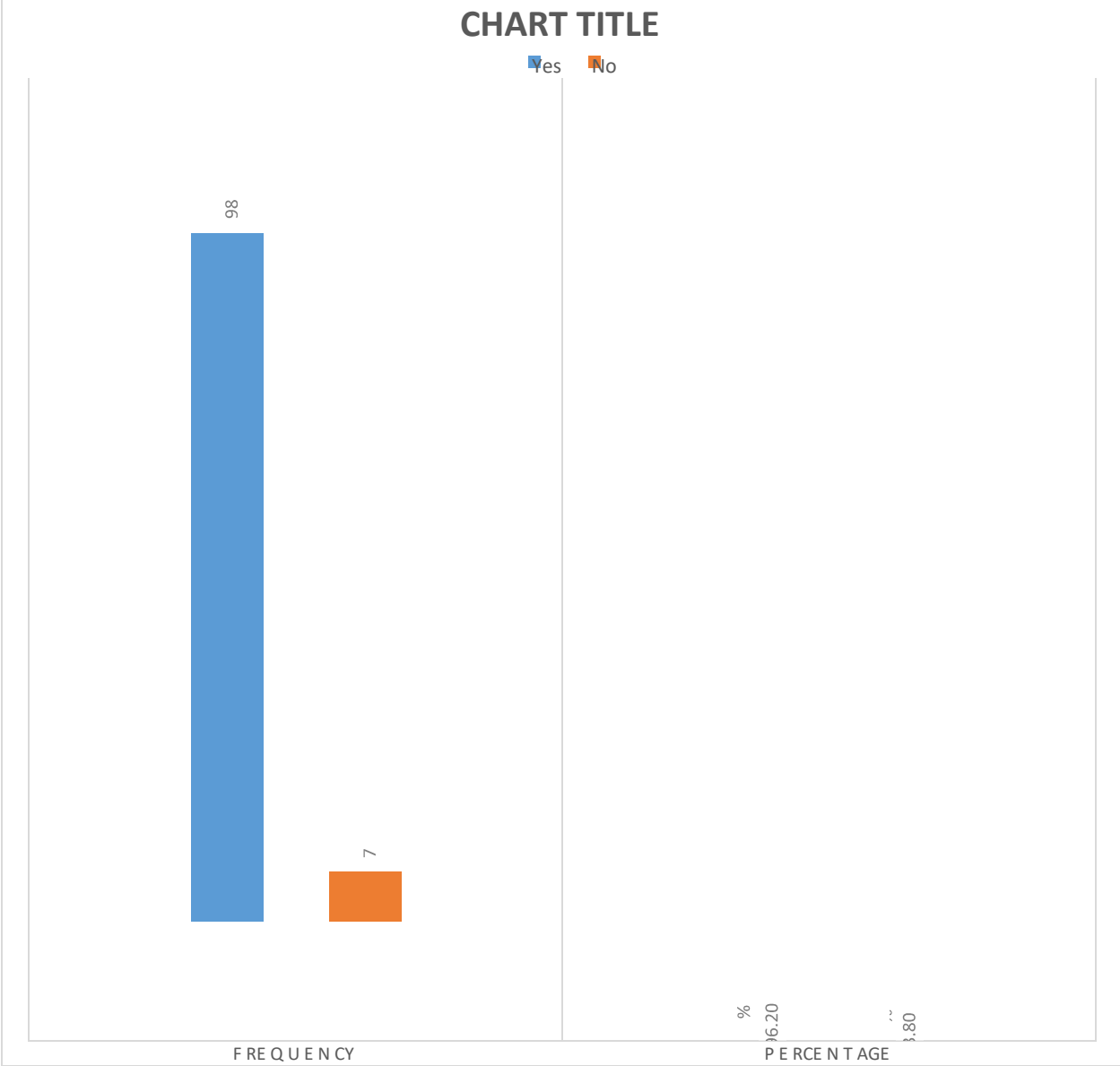
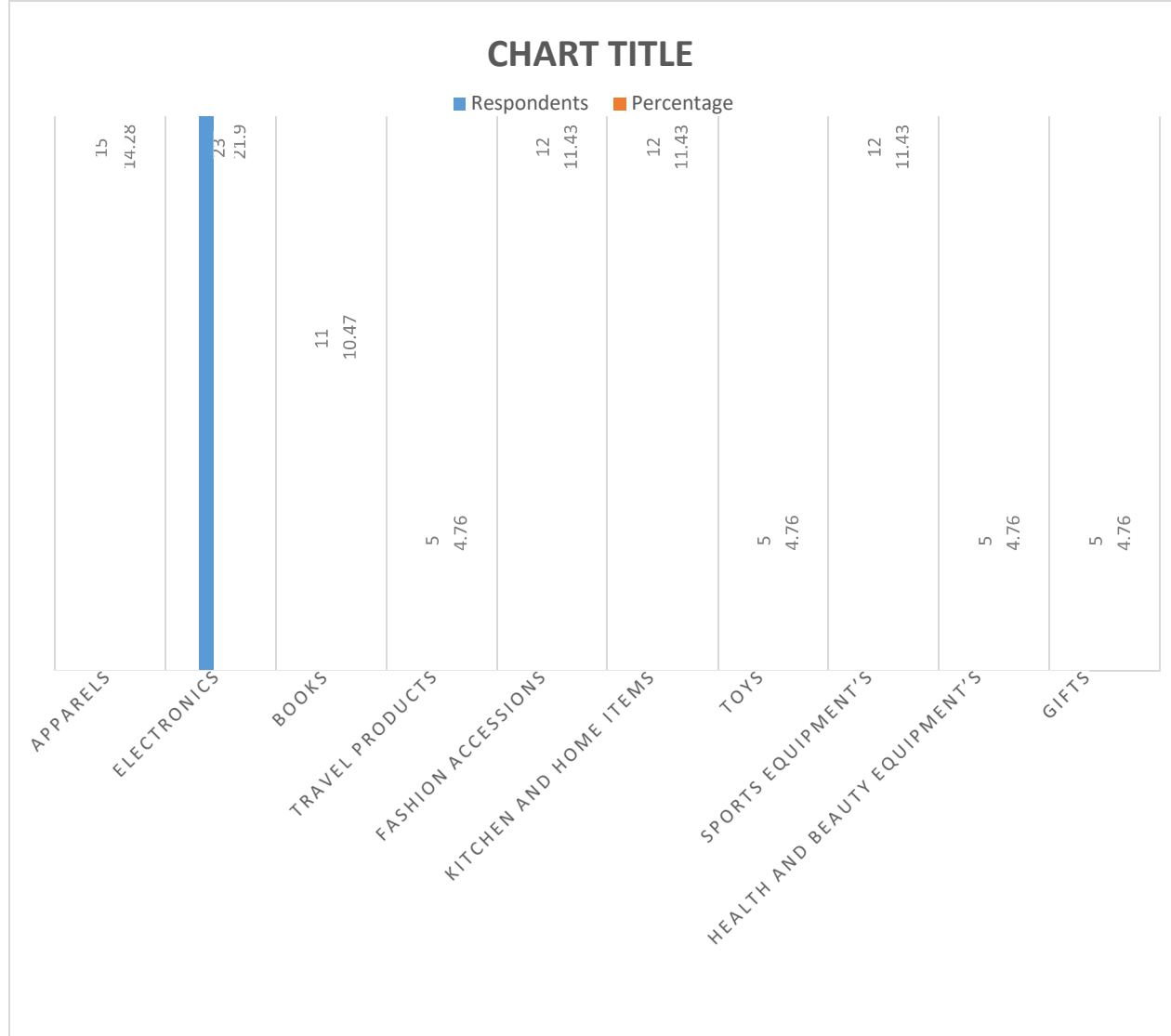


Chart 4.7 Purchase via the Internet

4. What kind of product or service did you purchase online if you replied yes?

Type of product/ service	Respondents	Percentage
Apparels	15	14.28
Electronics	23	21.90
Books	11	10.47
Travel Products	5	4.76
Fashion Accessions	12	11.43
Kitchen and home items	12	11.43
Toys	5	4.76
Sports Equipment's	12	11.43
Health And Beauty Equipment's	5	4.76
Gifts	5	4.76
Total	105	100%

Table 4.8: Type of product/ service purchased online



Interpretation:

The above table 4.8 it can be inferred that out of 105 respondents, say a majority of the respondents say 21.90% purchase electronic gadgets, and few respondents say 4.76% of the respondents studied purchase health beauty, Toys, and Travel products

Chart 4.8: Type of product/ service purchased online

4. Do you get information while watching television?

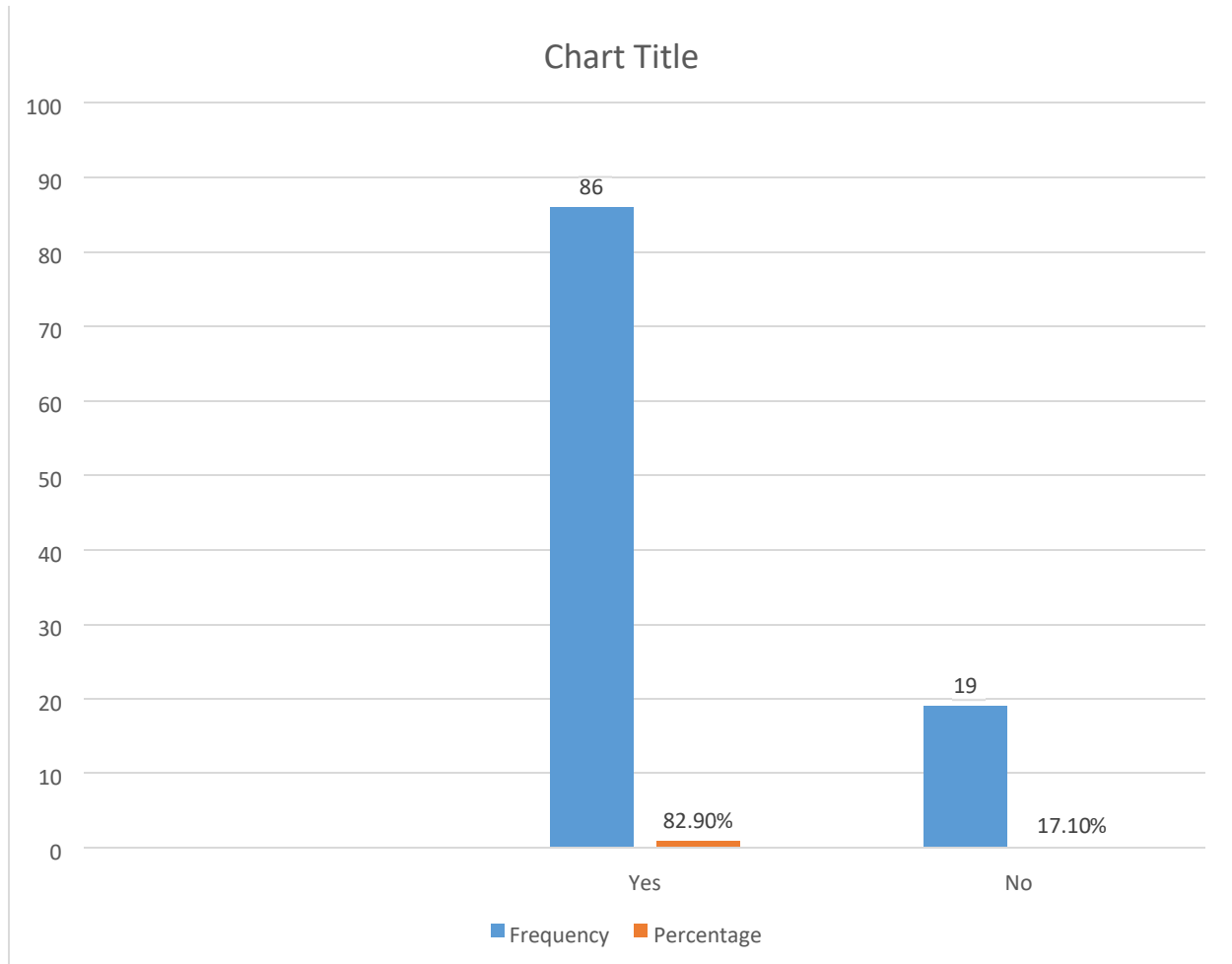
Information while watching television	Frequency	Percentage
Yes	86	82.9%
No	19	17.1%
Total	105	100%

Table 4.9: Information while watching television

Interpretation:

The above table 4.9 shows that out of 105 respondents majority of 82.9 % that is 86 people collects information from watching television and remain 17.1% that is 19 people responded they don't get information through television.

Chart 4.9: Information while watching television



5. Do you read newspaper?

Read Newspaper	Frequency	Percentage
Yes	61	58.1%
No	44	41.9%
Total	105	100%

Table 4.10: Read Newspaper

Interpretation:

The above table 4.10 shows that out of 105 respondents of 41.9% responded that they don't read newspaper and the remaining majority of 58.1% responded that they read newspaper.

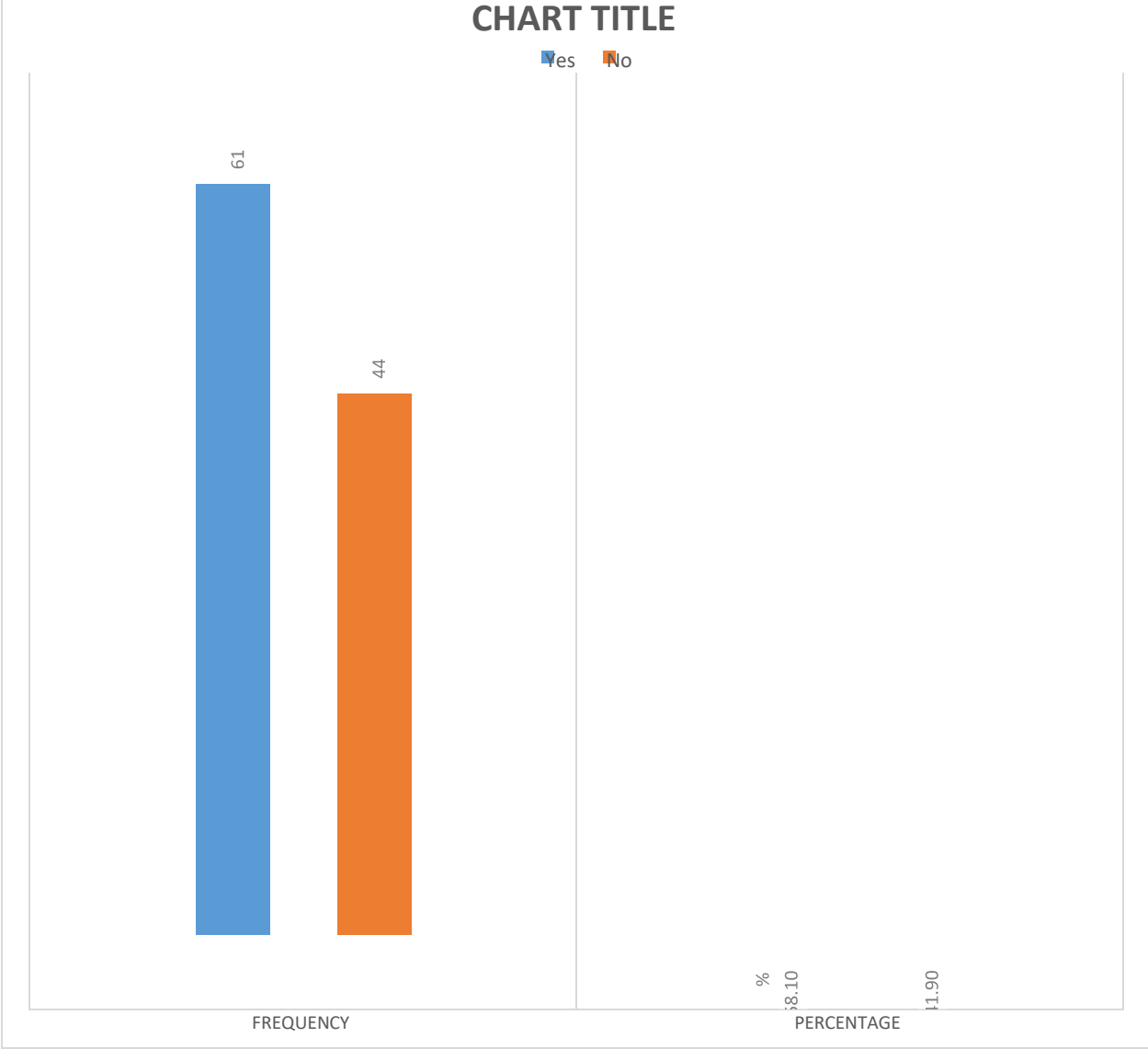


Chart 4.10 Read Newspaper

6. Do you read News through online?

Read Newspaper	Frequency	Percentage
Yes	78	73.3%
No	27	26.7%
Total	105	100

Table 4.11: Read Newspaper Online

Interpretation:

The above table 4.11 shows out of 105 respondent majority of 73.3% reads newspaper online and remaining 26.7% responded that they do not read newspaper.

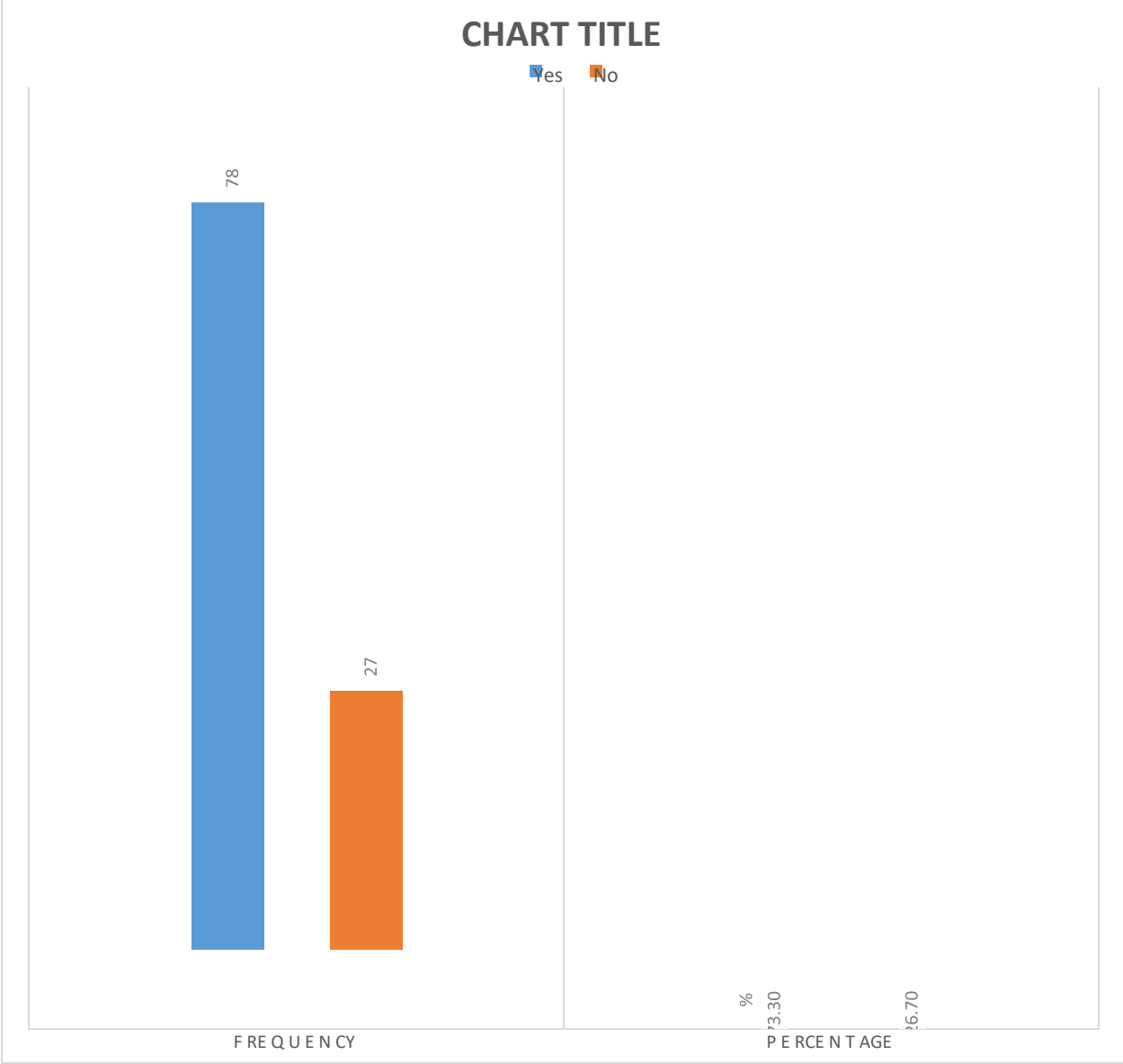


Chart 4.11: Read Newspaper Online

7. Do you have a laptop or PC?

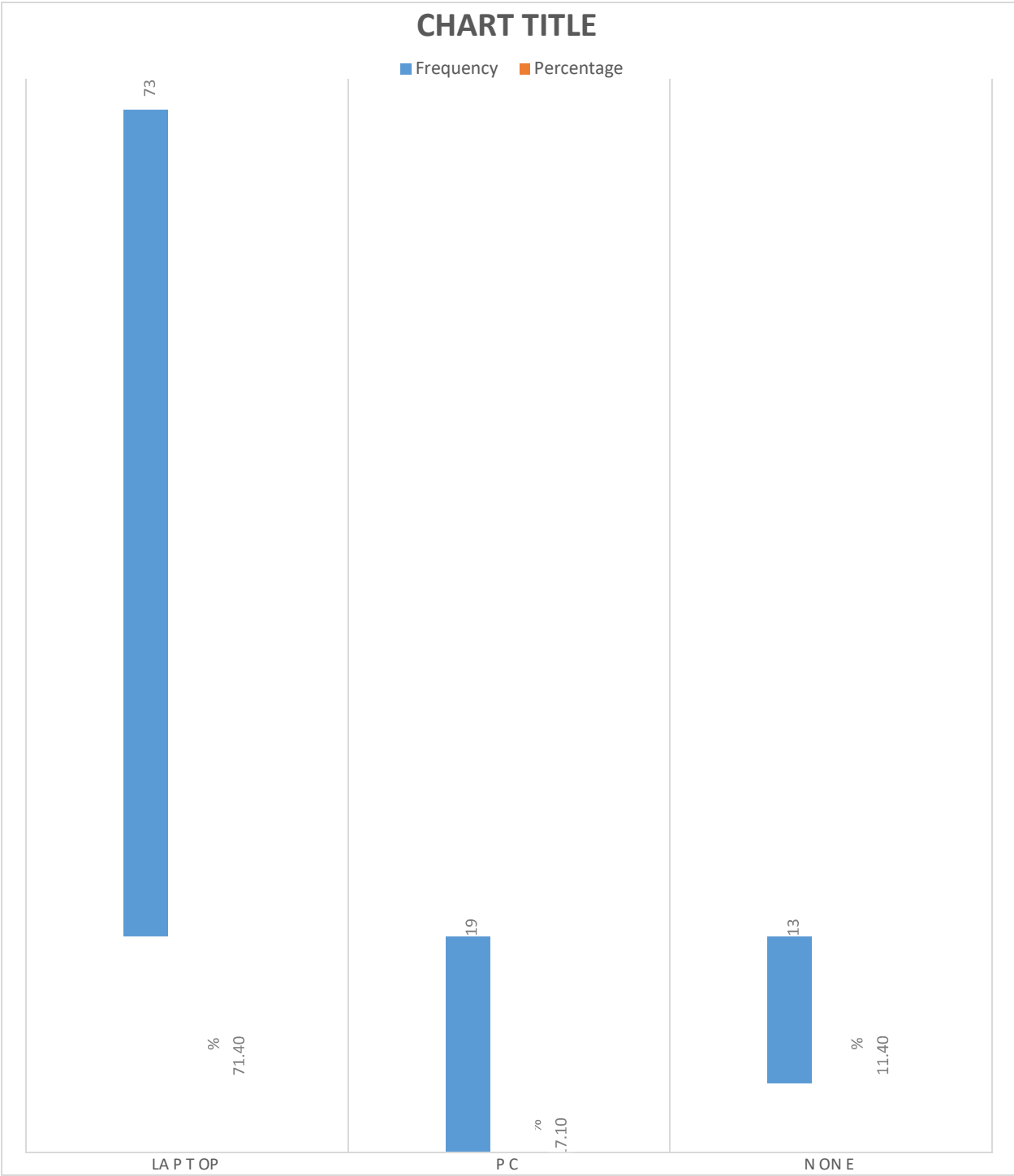
Usage of Laptop Or PC	Frequency	Percentage
Laptop	73	71.4%
PC	19	17.1%
None	13	11.4%
Total	105	100%

Table 4.12: Laptop or PC

Interpretation:

The above table 4.12 show that majority of 71.4% respondents use laptop, 17.1% use PC and the remaining 11.4% use none of the options.

Chart 4.12 Desktop or laptop?



8. Do you have access to a tablet computer?

Tablet	Frequency	Percentage
Yes	57	52.4%
No	48	47.6%
Total	105	100%

Table 4.13: Tablet Usage

Interpretation:

The above table 4.14 shows that majority of 52.4% responded that they don't use tablet and remaining 47.6% responded that they use tablet for the digital shopping purpose.

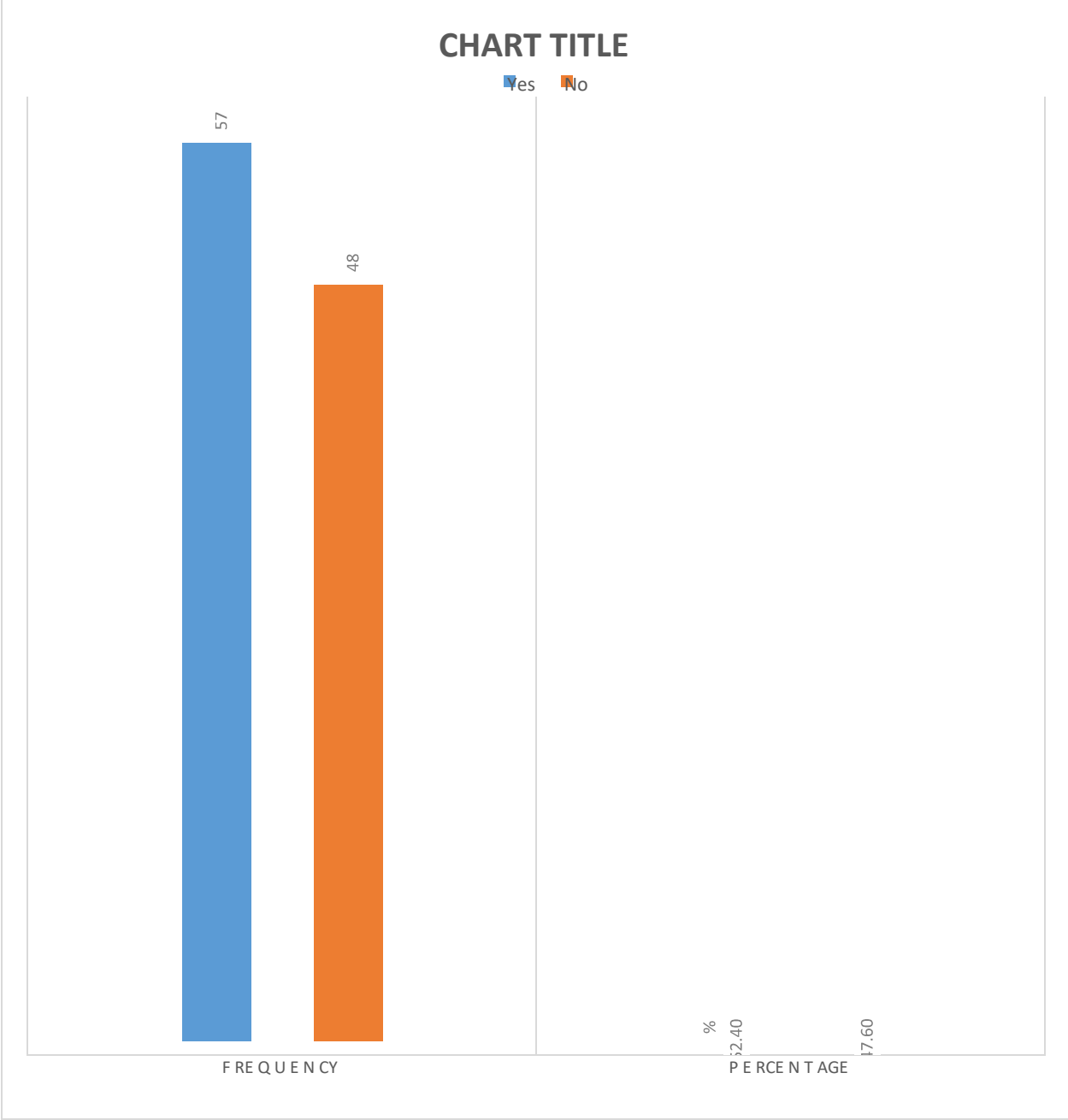


Chart 4.13: Tablet Usage

9. Do any of the above-mentioned devices have an internet connection?

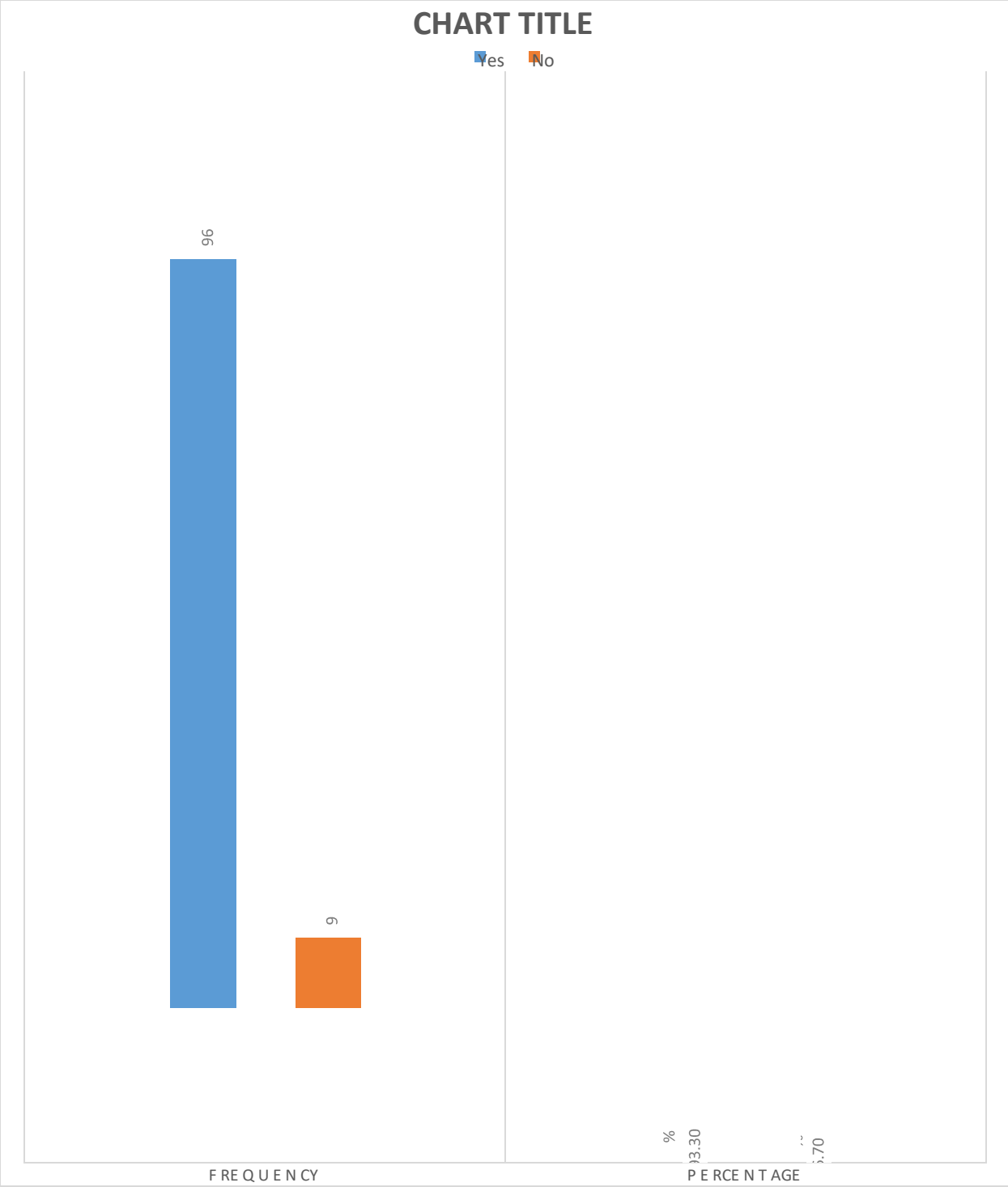
Internet Connection	Frequency	Percentage
Yes	96	93.3%
No	9	6.7%
Total	105	100

Table 4.14: Internet Connection

Interpretation:

The above table 4.15 shows that out of 105 respondent's majority of 93.3% have internet connection in there gadgets and remaining 6.7% don't have internet connection.

Chart 4.14: Connection to the Internet



10. How often do you use these gadgets?

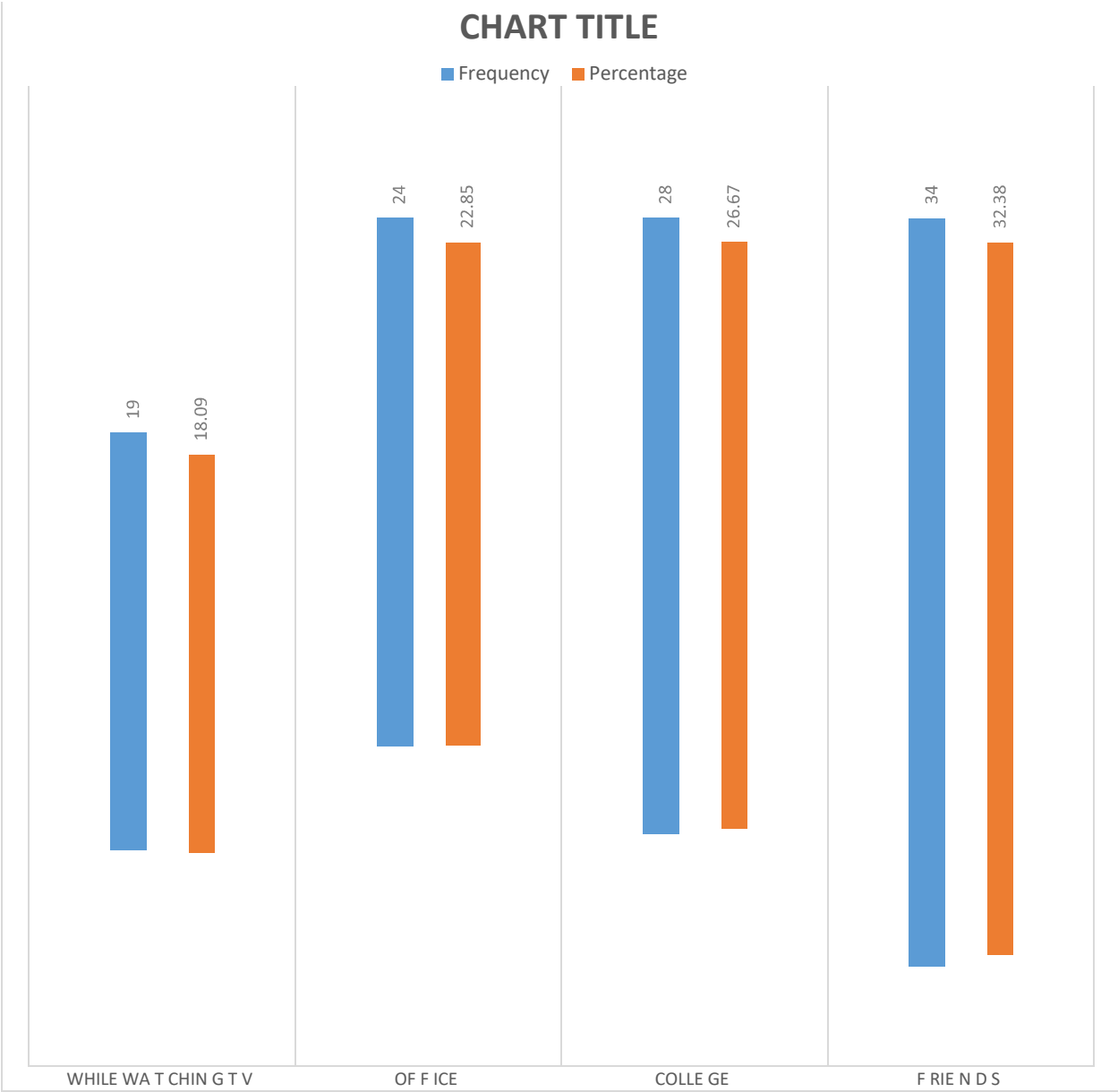
Prefer To use gadgets	Frequency	Percentage
While watching TV	19	18.09
Office	24	22.85
College	28	26.67
Friends	34	32.38
Total	105	100

Table 4.15: Prefer to use gadgets

Interpretation:

The above table 4.17 shows that a majority of the respondents say 32.38% preferred to use gadgets when they are with their friends and college it is 26.67% and 22.85%, and only 18.09% use while watching TV.

Chart 4.15 Prefer to use gadgets



11. Do you ever notice advertisements?

Advertisement	Frequency	Percentage
---------------	-----------	------------

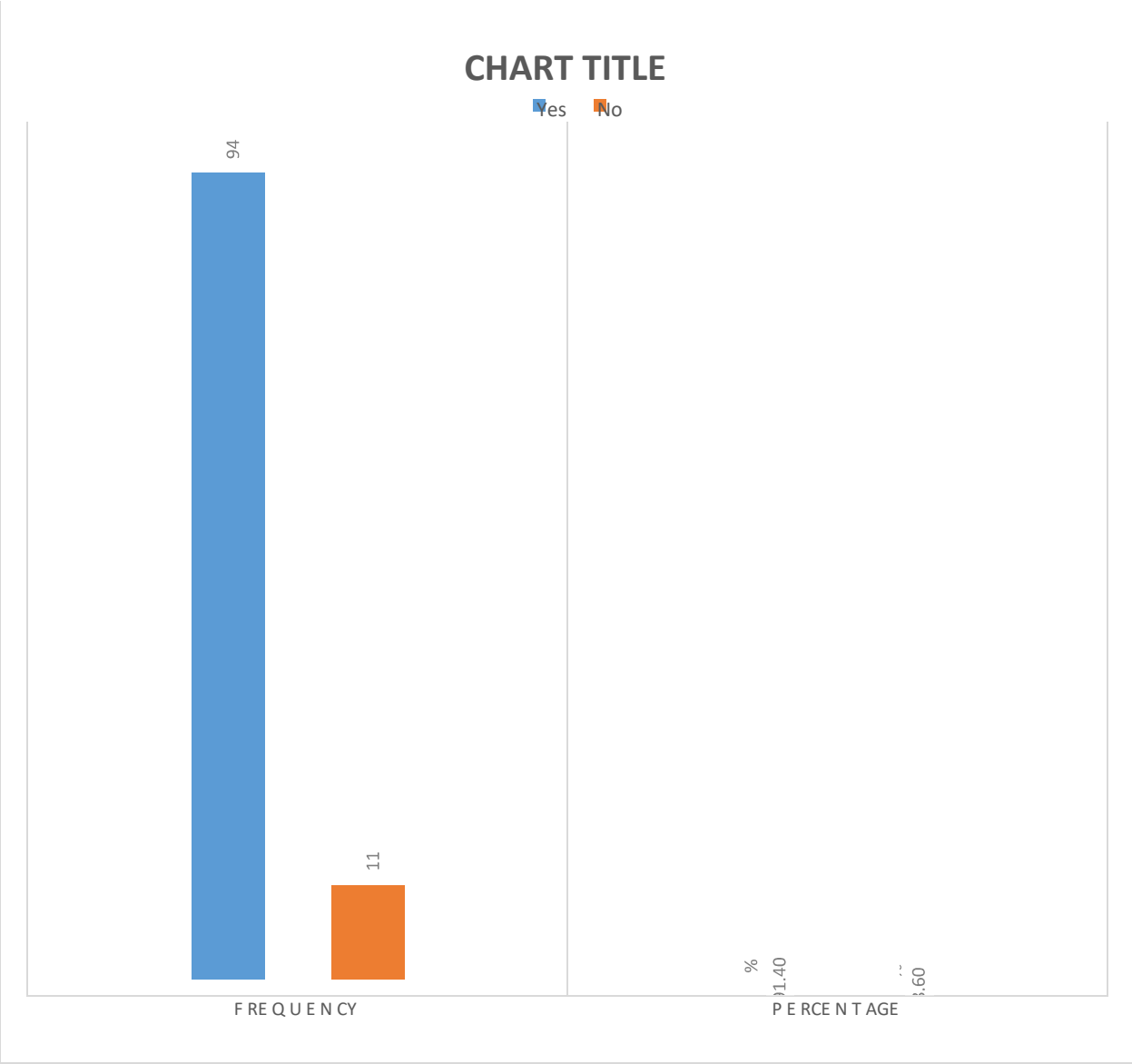
Yes	94	91.4%
No	11	8.6%
Total	105	100

Table 4.16: Noticing of advertisement

Interpretation:

The above table 4.18 shows that majority of 91.4% people notice advertisement and remain 8.6% are not noticing advertisement.

Chart 4.16 Noticing of advertisement



12. If yes, from where?

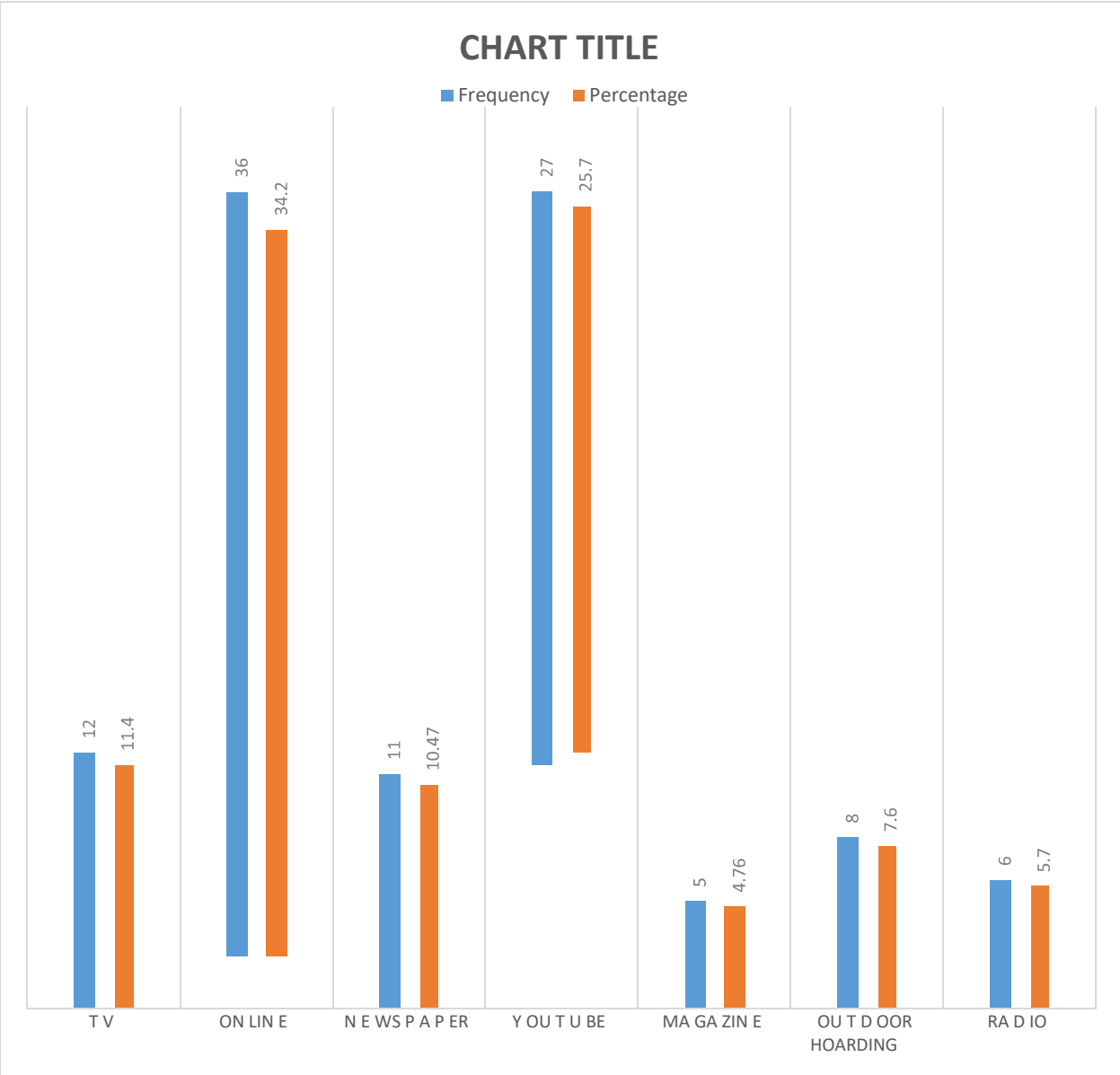
Notice	Frequency	Percentage
TV	12	11.4
Online	36	34.2
Newspaper	11	10.47
You Tube	27	25.7
Magazine	5	4.76
Out Door Hoarding	8	7.6
Radio	6	5.7
Total	105	100

Table 4.17: What do they Notice

Interpretation:

The above table 4.19 shows that majority of the respondent say 34.2% notice the advertisement through online, and only 4.76 read the advertisement through magazine.

Chart 4.17 Where and what do they Notice



\

13. What kind of experience would you share with others after you make a purchase?

Experience	Frequency	Percentage
------------	-----------	------------

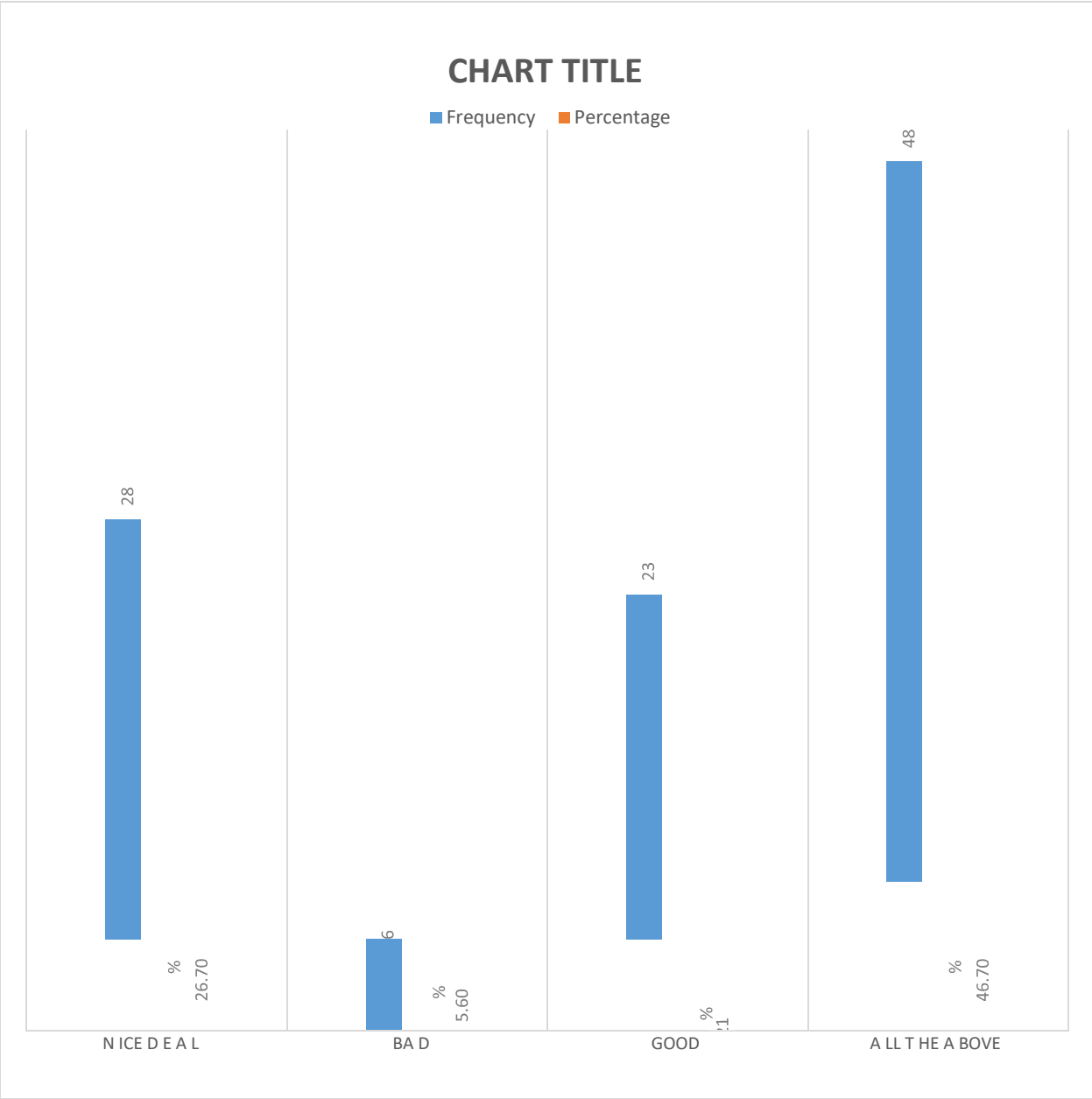
Nice deal	28	26.7%
Bad	6	5.6%
Good	23	21%
All the above	48	46.7%
Total	105	100

Table 4.18: Experience Share with Others

Interpretation:

The above table 4.20 shows that the majority of 46.7% responded that they will share all the above experience with others, 21% responded to good experience only they will share, 26.7% responded that will share only good deal with the price and the remaining 5.6% responded to bad experiences will be sharing with others.

Chart 4.18: Experience Share with Others



14. Are you satisfied with the online purchase?

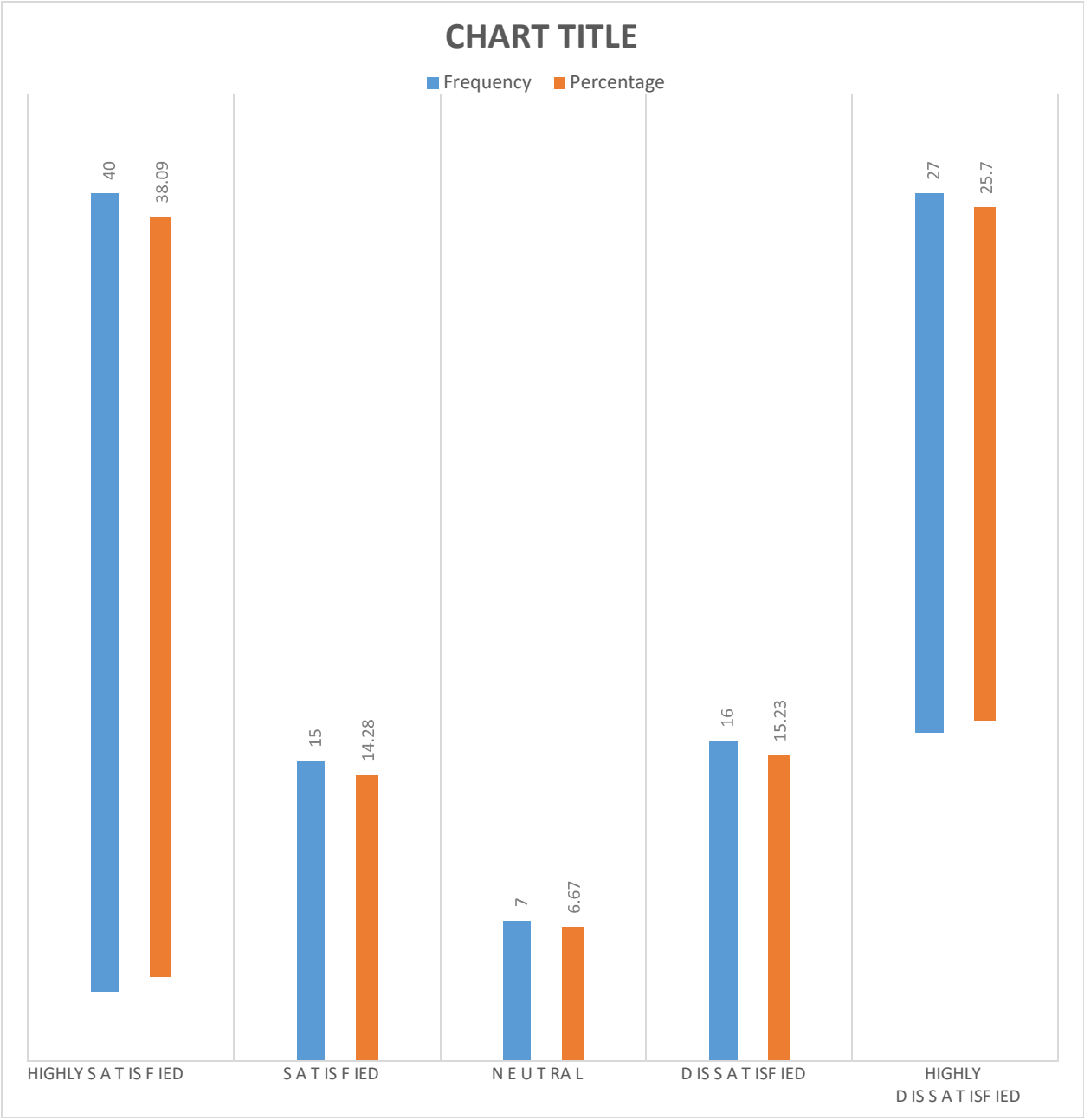
Satisfaction	Frequency	Percentage
Highly satisfied	40	38.09
Satisfied	15	14.28
Neutral	7	6.67
Dissatisfied	16	15.23
Highly dissatisfied	27	25.7
Total	105	100

Table 4.19: Experience Share with Others

Interpretation:

From the above table 4.21 it is inferred that out of 105 respondents say a majority 38.09% are highly satisfied with online purchase and only 15.23% are dissatisfied.

Chart 4.19: Satisfied with the online purchase



\

HYPOTHESIS 1:

Hypothesis Testing using Anova

Null Hypothesis: In online purchases, there is no major relationship between gender and satisfaction.

Alternate Hypothesis: There is a significant link between gender and online purchasing satisfaction.

Anova: Single Factor

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
24) Are you satisfied with the online purchase?	105.0 0	413.0 0	3.93	1.02
2) What is your gender?	105.0 0	161.0 0	1.53	0.25

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>Pvalue</i>	<i>F crit</i>
Between Groups	302.4 0	1.00	302.40	474.11	0.00	3.89
Within Groups	132.6 7	208.0 0	0.64			
Total	435.0 7	209.0 0				

Table 4.22 showing the results of Anova

Inference: It is inferred from the table 4.2, null hypothesis is rejected as its P value 0.00 is less than its significance level 0.05, hence we can say there is a relationship between gender of the respondents and satisfaction towards online purchase.

HYPOTHESIS 2:

Null Hypothesis: There is no strong relationship between age and satisfaction of customers towards online purchase.

Alternate Hypothesis: There is a strong relationship between age and satisfaction of customers towards online purchase.

	<i>24) Are you satisfied with the online purchase?</i>	<i>3) Which category below includes your age?</i>
<i>24) Are you satisfied with the online purchase?</i>	1	
<i>3) Which category below includes your age?</i>	-0.06904	1

Table 4.23 shows the results of Correlation

Inference: It is inferred from the table 4.23 it can be understood that there exists a very poor correlation between age and satisfaction of customers towards online purchase, hence null hypothesis is accepted.

FINDINGS

1. It is inferred that out of 105 respondents, a majority of respondents are female and only 47.61% are male.
 2. It can be inferred that out of 105 respondents, a majority of the respondents say 78.1% belong to the age group of 21-30 years.
 3. It is inferred that out of 105 respondents, a majority of respondents say 61.9% are under graduates 25.7% are post-graduation, 11.4% are 12th standard and only 1% of the respondents have completed 10th grade.
 4. We can conclude that out of 105 respondent's majority of 45.7% people gets the information from advertisement followed by 39% from friends, 7% are from relatives, 5.3% and 3% are from news and other sources.
 5. Out of 105 respondents majority of 93.3% collect information before purchasing a product and the remaining of 6.7% respondents don't prefer to collect the information.
 6. Majority of 66.7% respondents check for the quality followed by rest of the options.
 7. Majority of 96.2% of respondents prefer to do online shopping and the remaining 4.8% don't prefer online shopping.
 8. It can be inferred that out of 105 respondents, say a majority of the respondents say 21.90% purchase electronic gadgets, and other products.
 9. Out of 105 respondents majority of 82.9 % that is 86 people collects information from watching television and remain 17.1% that is 19 people responded they don't get information through television.
- 52
10. Out of 105 respondents of 41.9% responded that they don't read newspaper and the remaining majority of 58.1% responded that they read newspaper.

11. Out of 105 respondent majority of 73.3% reads newspaper online and remaining 26.7% responded that they do not read newspaper.
12. Majority of 71.4% respondents use laptop, 17.1% use PC and the remaining 11.4% use none of the options.
13. Majority of 52.4% responded that they don't use tablet and remaining 47.6% responded that they use tablet for the digital shopping purpose.
14. Out of 105 respondent's majority of 93.3% have internet connection in there gadgets and remaining 6.7% don't have internet connection.
15. Majority of the respondents say 32.38% preferred to use gadgets when they are with their friends and college it is 26.67% and 22.85%, and only 18.09% use while watching TV.
16. Majority of 91.4% people notice advertisement and remain 8.6% are not noticing advertisement.
17. Majority of the respondent say 34.2% notice the advertisement through online, and only 4.76 read the advertisement through magazine.
18. Majority of 46.7% responded that they will share all the above experience with others, 21% responded to good experience only they will share, 26.7% responded that will share only good deal with the price and the remaining are bad.
19. It is inferred that out of 105 respondents say a majority 38.09% are highly satisfied with online purchase and only 15.23% are dissatisfied.
20. Online shopping is new trend nowadays so we cannot say everyone will like shopping things online. As per survey few people prefer online shopping the more, whereas few people still prefer buying things from shop.

CONCLUSION

The fact that this project was completed effectively demonstrates that the virtual world holds the future of internet marketing. The category "online marketing" refers to a set of intertwined structures and procedures. Marketers would like to make better use of these attributes in order to identify specific demographics and establish a brand. Marketing is responsible in this digital era. Advertising remains responsible only for a brand in this modern age; it is also responsible for the people who are associated with that as well.

Customers have higher expectations of digital media than of other mediums, so brands want to build a presence online. Customers are all eager to learn information, and digital media is the only medium that enables brands and customers to communicate in two directions.

The best medium for changing or transforming a particular product into a brand is the digital environment. Since it is more manpower efficient and offers a greater number of contact points for marketing staff. Brands may better engage their target market of particular individuals or groups using more well-known digital channels. More than just consumer involvement is still possible with digital media. However, by concentrating on the trend of gaining people's interest, brands may either draw more consumers or keep their current customers. The effect of a brand's recall in a particular region, individuals, or groups is dramatically boosted by digital platforms.

The studies focused on consumers' buying intentions and product needs reveal that Indian consumers are keen on collecting details before consuming or purchasing a product, while deals entice people to consume large quantities of the product. They can gather information about a product before buying it in a store or online. As a result, brands will provide opportunities for customers to learn more about their products.

This project report will help marketers better understand digital marketing and prepare potential strategies to catch consumers' attention and meet their needs before they purchase a product.

After the research, I can conclude by quoting it again: "Brands cannot sustain throughout the world without a digital footprint."

BIBLIOGRAPHY

REFERENCES

- www.AadwellAdvertisingAgencies.com
 - <http://www.slideshare.net/TheHWD/digital-advertising-in-india-statistics-trends-2013>
 - <http://managementstudyguide.com/advertising-agencies.htm>
 - <http://public.wsu.edu/~taflinge/addefine.html>
 - <http://www.ficci.com/spdocument/20372/FICCI-Frames-2014-KPMG-ReportSummary.pdf>
 - <http://www.worldpopulationstatistics.com/india-population-2013/>
-
- Bala, M. and Verma, M.D., 2018. A Critical Review of Digital Marketing . Journal Homepage: <http://www.ijmra.us>, 8(10).
 - Katta, R.M.R. and Patro, C.S., 2018. Online Shopping Behavior: A Study of Factors Influencing Consumer Satisfaction on Online viz-a-viz Conventional Store Shopping. In Mobile Commerce: Concepts, Methodologies, Tools, and Applications (pp. 1413-1429). IGI Global
 - Nair, H.V., 2015. Digital marketing: a phenomenon that rules the modern world. Reflections Journal of Management, 5.

QUESTIONNAIRES

This survey will be used to learn more about consumer purchasing habits:

1. What is your gender?
 - a) female
 - b) male
2. Which category below includes your age?
 - a) less than 17
 - b) 17 - 20
 - c) 21-30
 - d) 31-40
 - e) 41- 50
3. Where do you stay?

4. What is the highest level of school you have completed or the highest degree you have received?
 - a) 10th
 - b) 12th
 - c) Under Graduate
 - d) Post- Graduate
5. Why do you prefer online shopping?

6. How do you get information about products ?
 - a) Friends
 - b) Relatives
 - c) Advertisement
 - d) New
 - e) Others
7. Do you collect the information before purchasing the product?
 - a) Yes
 - b) No
8. What type of information will you collect?
 - a) Price
 - b) Quality
 - c) Attributes
 - d) Quantity
 - e) Customer Experiences
9. Did you ever purchase from an online site?
 - a) Yes
 - b) No
10. If yes, then what type of products/services did you purchase online?
 - a) Apparels
 - b) Electronics
 - c) Books
 - d) Travel Products
 - e) Fashion Accessories
 - f) Kitchen and home items
 - g) Toys
 - h) Sports Equipment's
 - i) Health And Beauty Equipment's
 - j) Gifts

11. Do you get information while watching television?
- a) Yes
 - b) No
12. Do you read newspaper?
- a) yes
 - b) no
13. Do you read news through online?
- a) yes
 - b) no
14. Do you have a laptop or pc?
- a) yes
 - b) no
 - c) none
15. Do you have tablet?
- a) yes
 - b) no
16. Do you have internet connection in any of the above-mentioned gadgets? a) \yes
- b) no
17. When do you use these gadget?
- a) While watching TV
 - b) Office
 - c) College
 - d) Friends

18. What you do with these gadgets?

- a) Games
- b) Surfing
- c) Shopping

- d) News Reading
- e) Blogging
- f) E-Book Reading
- g) Watching Videos
- h) Chatting

19. Do you ever notice advertisements?

- a) yes
- b) no

20. If yes, from where?

- a) TV
- b) Online

- c) Newspaper
- d) YouTube
- e) Magazines
- f) Out Door Hoardings
- g) Radio

22.what kind of experience would you share with others after you make a purchase?

- a) Nice deal
- b) Bad
- c) Good
- d) All the above

23.Are you satisfied with the online purchase?

- a) Yes
- b) No