

# **A STUDY OF CUSTOMER PERCEPTION FOR A DIGITAL MARKETING**

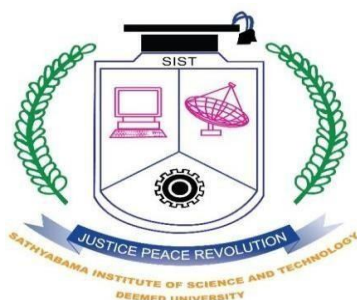
Submitted in partial fulfillment of the requirement for the award of

**BACHELOR OF COMMERCE**

**By**

**ABINAYA. M**

**39740043**



**BACHELOR OF COMMERCE**

**SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

Accredited with Grade “A” by NAAC I 12B Status by UGC I Approved by AICTE

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**MAY 2022**



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**SCHOOL OF MANAGEMENT STUDIES**

**BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the bonafide work of ABINAYA.M (39740043) who has done the Project Work entitled **“A STUDY OF CUSTOMER PERCEPTION FOR A DIGITAL MARKETING ”** under my supervision from December 2021 to February 2022.

**Dr. SUDHA PAUL**

**INTERNAL GUIDE**

**EXTERNAL GUIDE**

**Dr. BHUVANESWARI.G**

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**Submitted for viva voce Examination held on \_\_\_\_\_**

**Internal Examiner**

**External Examiner**

## **DECLARATION**

I **ABINAYA.M (39740043)** hereby declare that the project report entitled “**A STUDY OF CUSTOMER PERCEPTION FOR A DIGITAL MARKETING**” done by me under the guidance of Dr.SUDHA PAUL is submitted in partial fulfillment of the requirements for the award of **Bachelor of commerce**.

**DATE: 26/03/2022**

**ABINAYA.M**

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**SIGNATURE OF THE CANDIDATE**

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**ABINAYA.M**

## **ABSTRACT**

The growing use of Internet in India provides varied opportunities for online shopping from both customer and seller perspective. If Electronic marketers (E-Marketers) know the factors affecting online Indian behavior, the relationships between these factors and the type of online buyers, they can further develop their marketing strategies to convert potential buyers into active buyers while retaining its original customer base. This study focuses on the factors which online buyers takes into consideration while shopping online. This research will help in finding the impact of e-market on customers' purchasing patterns and how their security and privacy concerns about online marketing influences their online buying behavior. The study will further encompass the various important inputs which will equip the marketers for creating online marketing more lucrative and assured by adding value to the existing services. Keywords—E-Commerce, Online Consumer Behavior, Consumer Perception, Customer Relationship E-Commerce can be defined as the process of transferring goods and services between a buyer and a seller using the internet as a medium of trade. Every year, a new digital trend emerges, and marketers must remain on top of the developments in order to readily embrace new technologies and stay ahead of the competition. Search by voice, Smarter graph, Micro motions, Marketing in virtual reality, more stories, more live videos artificial intelligence, machine learning Email marketing that is based on engagement Detailed lead profiling Push notification from Brower, Personalization of content. The objective of the study is to study the theoretical framework of consumer perception towards digital marketing

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# CHAPTER-1

# **A STUDY OF CUSTOMER SATISFACTION FOR A DIGITAL**

## **MARKETING**

### **CHAPTER-1**

#### **INTRODUCTION:**

Digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands.

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Essentially, if a marketing campaign involves digital communication, it's digital marketing.

#### **Advantages of digital marketing**

The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

The benefits of digital marketing include:

**Global reach** - a website allows you to find new markets and trade globally for only a small investment.

**Lower cost** - a properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.

**Trackable, measurable results** - measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.

**Personalization** - if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.

**Openness** - by getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.

**Social currency** - digital marketing lets you create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.

**Improved conversion rates** - if you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

**Disadvantages of digital marketing:**

**Skills and training** - You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that you keep up-to-date.

**Time consuming** - tasks such as optimizing online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on-investment.

**High competition** - while you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.

**Complaints and feedback** - any negative feedback or criticism of your brand is can be visible to your audience through social media and review websites. Carrying out effective customer service online can be challenging. Negative comments or failure to respond effectively can damage your brand reputation.

**Security and privacy issues** - there are a number of legal considerations around collecting and using customer data for digital marketing purposes. Take care to comply with the rules regarding privacy and data protection.

## **5 Limitations of Digital marketing:**

- Nothing is free of cost, not even online marketing. Most people have the perception that digital advertising and digital branding isn't costly when in reality it is. ...
- The trust factor in Online marketing. ...

- The issue of Internet fraud and cybercrime. ...
- Website breakdown and no internet access. ...
- Continuous updating required.

#### **OBJECTIVES OF THE STUDY:**

- To know the online marketing how to awareness to the consumer and customer.
- To find which age group of people make use of online marketing.
- To analyze which factors influence the online marketing.

#### **SCOPE OF THE STUDY:**

Purchasing and selling products and services over the internet without the need of going physically to the market is what online marketing all about. Online marketing is just like a retail store marketing is that we do by going to the market but it is done through the internet. Online marketing has made shopping painless and added more fun online stores offers products description, pictures, comparisons, price, and much more.

#### **THERE ARE MOST 5 SHOPPING SITES:**

- Amazon
- Flip kart
- Mantra

- Jabong.
- Snap deal

### **AMAZON:**

An amazon is a big, strong, warrior-like woman, someone who reminds you of the mythical Greek women-warriors, the Amazons. Describing someone as an amazon can sometimes have a negative tinge But amazon can also be an admiring term for a statuesque, athletic woman.

### **FLIPKART:**

Flipkart is an e-commerce company headquartered in Bangalore, Karnataka, India, and registered in Singapore. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products. Personalized gift items

### **MYNTRA:**

Myntra is an Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India. The company was founded in 2007 to sell personalized gift items. In May 2014, Myntra.com was acquired by Flipkart.

### **JABONG:**

Jabong, which is a subtropical evergreen plant. We named ourselves after the thought of being evergreen and bright. The orange color in our brand signifies our ability to be adventurous, creative and social.

**SNAPDEAL:**

Snap deal is an online marketplace, based in New Delhi, India. The company was started by Kunal Bahl, a Wharton graduate as part of the dual degree M&T Engineering and Business program at Penn, and Rohith Bansal, an alumnus of IIT Delhi

**STATEMENT OF THE PROBLEM:**

This study has helped to recognize the customer awareness about the online marketing broadly consists of various commercial content formats delivered by servicing through online marketing, home delivery, cash on delivery either solicit or unsolicited. It however failed to quantify and explain the effectiveness of online marketing. To know the mind set of people towards online marketing & how its impacts on the mind of the consumer.

**PERIOD OF THE STUDY:**

The research is undertaken for the period of 3 months.

**RESEARCH DESIGN:**

Research is the blueprint for the fulfillment of objectives and answering questions it is a master plan specifying the method and procedure for collecting and analyzing needed information.

**DATA COLLECTION:****DATA:**

Data refer to information or facts often, researchers understand by data only numerical data could be classified into two types i.e.) primary data and secondary data.

**PRIMARY DATA:**

Primary data is known as the data collected for the first time through filed survey. It has been collected directly from the sample respondents through questionnaire.

**SECONDARY DATA:**

It has been already explained that secondary data like such as journals, articles etc.

**HYPOTHESIS:**

Every researcher understands the term hypothesis is own way. For some it is the starting point of researcher for some it is the guide point in research for some, it is an integral part of research for some, it is a statement to be tested or examined.

**NULL HYPOTHESIS:**

Null hypothesis ( $H_0$ ) is formulated only to test whether there is relationship between variable related to the problem being studied. Usually the null hypothesis is formed as a negative statement.

$H_0$ , there is a no significant relationship between the gender of the respondent and the online marketing.

**ALTERNATIVE HYPOTHESIS:**

Alternative hypothesis ( $H_a$ ) is statement, which is accepted, after the null hypothesis is rejected based on the test result. Usually the alternative hypothesis is formed as a positive statement.

Ha, there is a significant relationship between the gender of the respondent and the online marketing.

#### **STATISTICAL TOOLS:**

- o Table
- o Chart
- o Pie Diagram
- o Percentage
- o Chi-Square Test

#### **PERCENTAGE ANALYSIS:**

Percentage are being extensively are employed in the present study.

Tools and techniques used for analysis.

Percentage method refers to a satisfied kind which is used in making comparison between two or more series of data. Percentage is based on descriptive relationship. It compares the relative items. Since the percentage reduces everything to a common base and there by allow meaning comparison.

$$\text{Percentage} = \frac{\text{Number of Respondents}}{\text{Total Number of Respondents}} \times 100$$

#### **CHI SQUARE ANALYSIS**

As non-parametric test it can be used to determine if categories data shows dependency or independent it can also be used to make comparison between theoretical population and data. When the categories are used thus the chi square test is problem. The test is possible for all researchers to test the goodness of fit test that association of two variables.

**FORMULA**

$$\text{Chi square} = \sum (O-E)^2/E$$

X=Chi square

O=Observed frequency

E=Expected frequency

**CHAPTER SCHEME**

The first chapter deals with introduction, objectives of the study, scope of the study, limitation of the study, research methodology, tools.

The second chapter deals with review of literature

The third chapter deals with factors influencing online marketing

The fourth chapter deals with data analysis and interpretation

The fifth chapter deals with findings, suggestion and conclusion

# CHAPTER-2

## **CHAPTER-2    REVIEW OF LITERATURE.**

**EWT Ngai - European journal of marketing, 2003** - Internet marketing (IM) is defined as the process of building and maintaining customer relationships through online activities to facilitate the exchange of ... However, despite its popularity and importance in the digital economy, no comprehensive literature review has been is a prominent venue of digital marketing

**Koiso - Kanttila - Journal of Marketing Management, 2004** - Taylor & Francis The five digital content characteristics from the literature review serve as column titles in the figure. The row titles list themes relevant in digital marketing. Privacy, customization and intellectual property rights are examples of those themes

**KT Smith - Journal of Strategic marketing, 2011 - Taylor & Francis-** Literature review. There is general agreement that digital media have greatly impacted the way a marketer reaches today's consumer. Digital media refer to electronic media that disseminate information in digital formats ... The Internet.

**J Järvinen, A Tollinen, H Karjaluo...** - Marketing ..., 2012 This paper proceeds as follows: In the next section, we discuss the use of digital and social media tools and review the literature on the setting of objectives, the measurement of and the associated barriers to digital marketing ...

**KT Smith - Journal of Consumer Marketing, 2012** - There is potential for future growth and value in digital marketing, but marketing strategies must be appealing to the consumer. The

online generation: a literature review. Millennials are the biggest generational group since the baby boomers ...

**MD Stone, ND Woodcock - ... of research in interactive marketing, 2014** Research limitations/implications. The review of literature carried out by ... David Stone, M. and David Woodcock, N. (2014), "Interactive, direct and digital marketing: A future that depends on better use of business intelligence", Journal of Research in Interactive Marketing.

**HM Taiminen, H Karjaluo - Journal of Small Business and ..., 2015** - The study proceeds as follows. In the next section we discuss the term digital marketing and its sub-components, and review literature on the enablers of and barriers to the usage of digital tools in SMEs. In the subsequent section we present our methodology ...

**P Centobelli, R Cerchione, E Esposito** - Advanced ScienceE, 2016. This paper analyzes the application of web-based technologies supporting firms in the area of digital marketing. A systematic review of literature has identified three research questions regarding the main relational, marketing and search optimization tools adopted by small

**PK Kannan** - International Journal of Research in Marketing, 2017 - Elsevier. Using the framework, we organize the developments and extant research around the elements and touchpoints comprising the framework and review the research literature in the broadly **defined digital marketing space**.

**J Salo - 2017** - Elsevier by performing a conceptual analysis, a literature review and four expert interviews, they identified how ... Branding has been of increasing interest in industrial marketing and similar areas, therefore, Lipiäinen ... industrial branding logic and how B2B brands are built in the digital age.

**JR Saura, P Palos-Sánchez, LM Cerdá Suárez** - Future Internet, 2017 effectiveness of their DM strategies? Therefore, to achieve these objectives, a Systematic Literature Review has been carried out based on two main themes (i) Digital Marketing and (ii) Web Analytics. The search terms consulted in

**SS Muhammad, BL Dey, V Weerakkody** Information Systems Frontiers . **2018** - Springer for customers' willingness to generate and leave big data digital footprints on ... that have been extensively cited and applied in information systems, management and marketing literature to develop a theoretical framework through a rigorous and systematic review of existing - Information Systems Frontiers.

**M Bala, D Verma** - ... (2018). An al Review of Digital Marketing. 2. Review of Literature A number of research papers and articles provide a detailed insight on Internet Marketing. The findings from the literature are preCritic

**JJ López García, D Lizcano, CMQ Ramos, N Matos** - Future Internet, 2019 This document is organized as follows: the first section contains the literature review. The second section explains the importance of digital marketing. The third section describes the conceptual framework and develops the hypotheses ...

**JR Saura, PR Palos-Sanchez-and managing innovation 2019** - One of the most significant changes in the last decade in the business environment has been caused by the development of information technologies and the internet. The internal structure and organization of companies has changed to evolve towards a digital.

**KH Mkwizu** - International Hospitality Review, 2019 -Therefore, this study uses integrative literature review methodology as well as content analysis to review studies in digital marketing

and tourism relating to Africa with the main objective to explore digital marketing and tourism by focusing on opportunities for Africa.

**N Pandey, P Nayal, AS Rathore -of Business & Industrial Marketing, 2020** Purpose This study aims to analyze the available literature on the use of digital marketing in a business-to-business (B2B) context. It identifies gaps in the current research knowledge and proposes a research agenda for scholars and practitioners.

**L Polanco-Diges, F Debasia - Journal of Spatial and Organizational 2020** In recent years, the emergence of new digital platforms of sharing economy has given rise to considerable changes in consumer behavior. These new ways of consumption in online Environment have to be driven by specific digital strategies adapted to sharing economy ...

**JR Saura - Journal of Innovation & Knowledge, 2020 - Elsevier** innovative Data Mining and knowledge discovery applications. JEL classification. M15 M31. Keywords. Data Sciences. Digital Marketing. Knowledge discovery. Literature review. Data Mining. Introduction. Since the beginning of the 21<sup>st</sup>.

# CHAPTER-3

## **CHAPTER-3 COMPANY PROFIL**

### **AMAZON**

Jeff Bezos founded Amazon in July 1994. He chose Seattle because of technical talent as Microsoft is located there.[31] In May 1997, Amazon went public. It began selling music and videos in 1998, at which time it began operations internationally by acquiring online sellers of books in United Kingdom and Germany. The following year, Amazon began selling items including video games, consumer electronics, home improvement items, software, games, and toys.

In 2002, Amazon launched Amazon Web Services (AWS), which provided data on website popularity, Internet traffic patterns and other statistics for marketers and developers. In 2006, Amazon grew its AWS portfolio when Elastic Compute Cloud (EC2), which rents computer processing power as well as Simple Storage Service (S3), that rents data storage via the Internet, were made available. That same year, Amazon started Fulfillment by Amazon which managed the inventory of individuals and small companies selling their belongings through the company internet site. In 2012, Amazon bought Kiva Systems to automate its inventory-management business, purchasing Whole Foods Market supermarket chain five years later in 2017.

In January 2021, Amazon invested with over \$278 million by opening two new centers in Italy (Novara and Modena) and creating over 1100 jobs.

On February 2, 2021, Amazon announced that Jeff Bezos would be stepping down as CEO and transition to Executive Chair of Amazon's board in Q3 of 2021. Andy Jassy, who is currently CEO of AWS, will replace Bezos as CEO of the company.



## **LOGISTICS:**

Amazon uses many different transportation services to deliver packages. Amazon-branded services include:

Amazon Air, a cargo airline for bulk transport, with last mile delivery handled either by Amazon Flex, Amazon Logistics, or the United States Postal Service.

Amazon Flex, a smartphone app that enables individuals to act as independent contractors, delivering packages to customers from personal vehicles without uniforms. Deliveries include one or two hour Prime Now, same or next day Amazon Fresh groceries, and standard Amazon.com orders, in addition to orders from local stores that contract with Amazon.[52]

Amazon Logistics, in which Amazon contracts with small businesses (which it calls "Delivery Service Partners") to perform deliveries to customers. Each business has a fleet of

approximately 20-40 Amazon-branded vans, and employees of the contractors wear Amazon uniforms. As of December 2020, it operates in the United States, Canada, Italy, Germany, Spain, and the United Kingdom.[53]

Amazon Prime Air is an experimental drone delivery service.

Amazon directly employs people to work at its warehouses, bulk distribution centers, staffed "Amazon Hub Locker+" locations, and delivery stations where drivers pick up packages. As of December 2020, it is not hiring delivery drivers as employees.[54]

Rakuten Intelligence estimated that in 2020 in the United States, the proportion of last-mile deliveries was 56% by Amazon's directly contracted services (mostly in urban areas), 30% by the United States Postal Service (mostly in rural areas), and 14% by UPS.[55]

## **Products and services**

### **Main article: List of Amazon products and services**

Amazon.com's product lines available at its website include several media (books, DVDs, CDs, videotapes and software), apparel, baby products, consumer electronics, beauty products, gourmet food, groceries, health and personal-care items, industrial & scientific supplies, kitchen items, jewelry, watches, lawn and garden items, musical instruments, sporting goods, tools, automotive items and toys & games.[citation needed] In August 2019, Amazon applied to have a liquor store in San Francisco, CA as a means to ship beer and alcohol within the city.[56] Amazon has separate retail websites for some countries and also offers international shipping of some of its products to certain other countries.[57] In November 2020, the company

started an online delivery service dedicated to prescription drugs. The service provides discounts up to 80% for generic drugs and up to 40% for branded drugs for Prime subscribe users. The products can be purchased on the company's website or at over 50,000 bricks-and-mortar pharmacies in the United States.

## **FLIPKART**

### **INTRODUCTION:**

Flipkart is one of India's leading e-commerce marketplaces. It was founded in October 2007 and its headquarters are in Bengaluru. It was founded by Sachin Bansal and Binny Bansal. This online venture was initially started as an online bookstore and as the popularity of the company grew, it expanded and diversified its operations.

It started selling other items such as music, movies, and mobile phones. As the revolution of e-commerce gained momentum in India, Flipkart grew at an accelerated pace and added several new product lines in its portfolio.

As of now, the company offers 80 million+ products spread across more than 80 categories such as mobile phones & accessories, computers and accessories, laptops, books and e-books, home

appliances, electronic goods, clothes and accessories, sports and fitness, baby care, games and toys, jewelry, footwear, and the list goes on.

Flipkart has 100 million registered users and more than a million sellers on its electronic commerce platform. To ensure prompt delivery to its customers, the company has invested in setting up warehouses in 21 states

### **Achievements of Flipkart:**

The company created a record by selling 1 lakh books in a single day in 2013. Flipkart crossed the 100 million mark in registered customers in 2016.

Flipkart achieved the Young Turk of the Year Award at CNBC TV 18's "India Business Leader Awards 2012".

### **Funding:**

Flipkart has received funds worth more than \$ 4.5 billion, with the biggest funding in July 2014 worth \$ 1 billion and in April 2017 worth \$ 1.4 billion.

List of top investors in Flipkart includes Naspers, Steadview Capital, Tiger Global Management, DST Global, Accel Partners, Dragoneer Investment Group, Baillie Gifford, GIC, Greenoaks Capital, ICONIQ Capital, Microsoft, Morgan Stanley, Qatar Investment Authority, and Sofina.

### **Competition: The major competitor – Amazon**

After acquiring Snapdeal the major competitive left against Flipkart is Amazon India. Still, it is facing stiff competition from Amazon India because Amazon has really captured a larger share of the market.

Amazon Company profile is betting big on India's e-commerce revolution and has recently captured an investment of \$5 billion in Amazon India. The company has already received funds of \$2 billion and \$3 billion more are planned. Amazon India has been consistently expanding its customer base, which has resulted in cut-throat competition for Flipkart.

### **About the Founders of Flipkart:**

Sachin Bansal and Binny Bansal are the founders of Flipkart. Both of them are IIT (Indian Institute of Technology, Delhi) graduates. Both of them are from Chandigarh. Though they share the same last name, they are not relatives.

First, Sachin Bansal joined Amazon(dot)com and worked as a software engineer and later he got Binny Bansal to join it. But eventually, they both quit Amazon and decided to start a venture of their own. They decided to launch Flipkart.



### **History:**

Flipkart started as an online bookstore in October 2007. The founders Sachin Bansal and Binny Bansal left their jobs at Amazon.com to launch their own company. It was a risky move, since the e-commerce sector in India was mostly non-existent at that time and there was no certainty about its future. However, the founders took the risk and now it has turned out to be a huge success.

One of the major problems that Flipkart tackled during its initial years was online payments. At that time, people in India were averse to make online payments to a virtual store. Flipkart solved the problem by launching its 'Cash on Delivery' service, which helped build confidence among online buyers. Flipkart also made significant efforts to improve the supply chain system, which helped the company to ensure timely delivery to customers. In 2013, the company created a record by selling one lakh books on a single day. In 2016, Flipkart had crossed the 100 million mark in registered customers

# CHAPTER-4

## CHAPTER-4

### DATA ANALYSIS AND INTERPRETATION

TABLE NO 4.1

AGE OF THE RESPONDENTS IN ONLINE MARKETING.

| Age levels | No of the respondents | Percentage |
|------------|-----------------------|------------|
| Above 21   | 25                    | 25%        |
| 21-25      | 15                    | 15%        |
| 25-35      | 45                    | 45%        |
| Above 50   | 15                    | 15%        |
| Total      | 100                   | 100%       |

#### INTERPRETATION:

This table express the Age fact out of 100 respondents that 25% of the respondents are in the age of above 21years, 15% of the respondents are in the age of 21-35 years,45% of the

respondents are in the age of above 25-35 years,15% of the respondents are in the age of above 50.

#### INFERENCE:

Majority of 45% of the respondents are above 50 years of the age group out of 100 respondents.

CHART 4.1

#### AGE RESPONDENTS IN ONLINE MARKETING

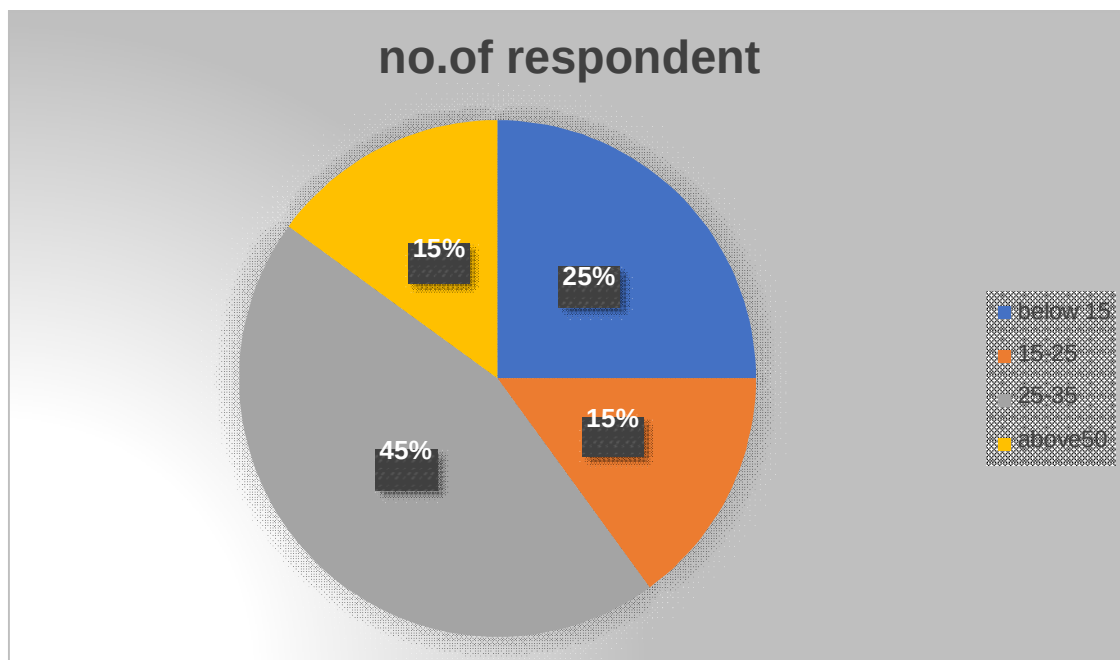


TABLE NO 4.2

GENDER OF THE RESPONDENCE IN ONLINE MARKETING

| Gender levels | No of respondents | Percentage |
|---------------|-------------------|------------|
| Male          | 46                | 46%        |
| Female        | 54                | 54%        |
| Total         | 100               | 100%       |

INTERPRETATION:

This table express Gender out of 100 respondents from the above table that 46% of the respondents are male, 54% of the respondents are female.

INFERENCE:

Nearly half of the respondents that are 54% are females buy the product.

CHART 4.2

GENDER OF THE FEMALE RESPONDENTS IN ONLINE MARKETING.

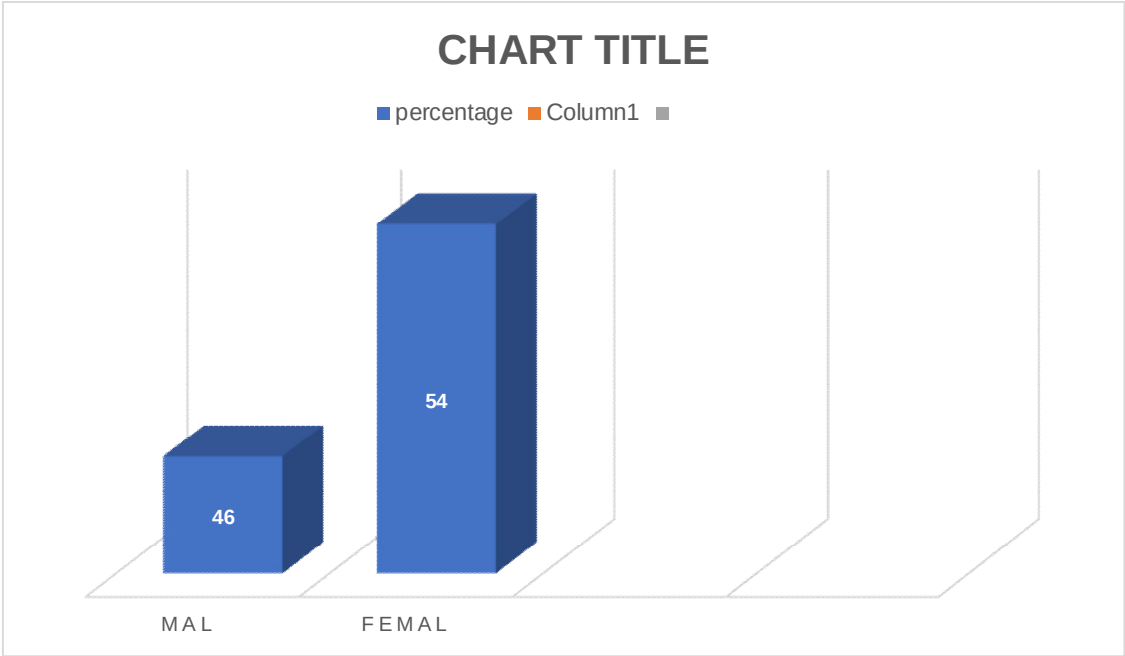


TABLE NO 4.3

QUALIFICATION OF THE RESPONDENTS IN ONLINE MARKETING.

| Qualification level | No of the respondents | Percentage |
|---------------------|-----------------------|------------|
| 12th                | 25                    | 25%        |
| Under graduate      | 50                    | 50%        |
| Post graduate       | 25                    | 25%        |
| Total               | 100                   | 100%       |

INTERPRETATION:

This table express the educational qualification of above table that 25% of the respondents are higher secondary,50% of the respondents of the under graduate,25% of the respondents are post graduate

INFERENCE:

Majority is 50% out of 100 respondents are in the category of post graduation.

CHART 4.3

QUALIFICATION OF THE RESPONDENTS IN ONLINE MARKETING.

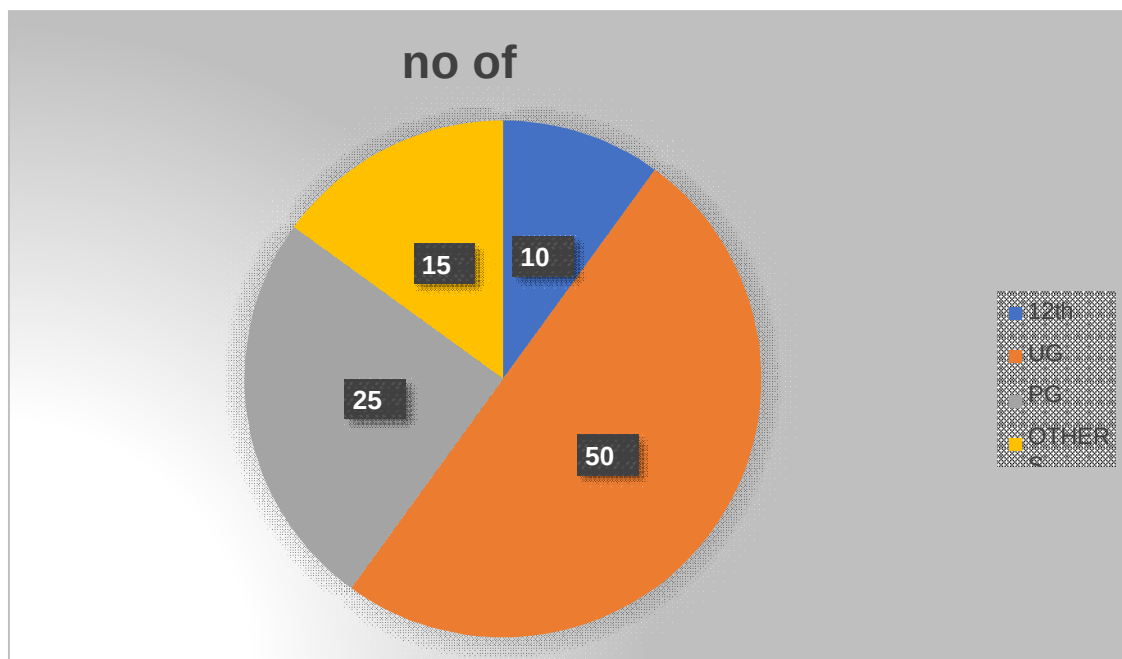


TABLE 4.4

FAMILY INCOME OF THE RESPONDENTS IN ONLINE MARKETING.

| Income level | No of the respondents | Percentage |
|--------------|-----------------------|------------|
| Below 10000  | 45                    | 35%        |
| 10000-20000  | 35                    | 45%        |
| 20000-25000  | 10                    | 10%        |
| Above 25000  | 10                    | 10%        |
| Total        | 100                   | 100%       |

INTERPRETATION:

This table express the family income from the above table that 35% of the respondents were getting below10000,45% of the respondents were getting 10000-20000,10% of the respondents are getting 20000-25000,10% of the respondents are getting above 25000.

INFERENCE:

Majority is 45% of the respondents are above 10000-20000.

CHART 4.4.1

FAMILY IMCOME OF THE RESPONDENTS IN ONLINE MARKETING.

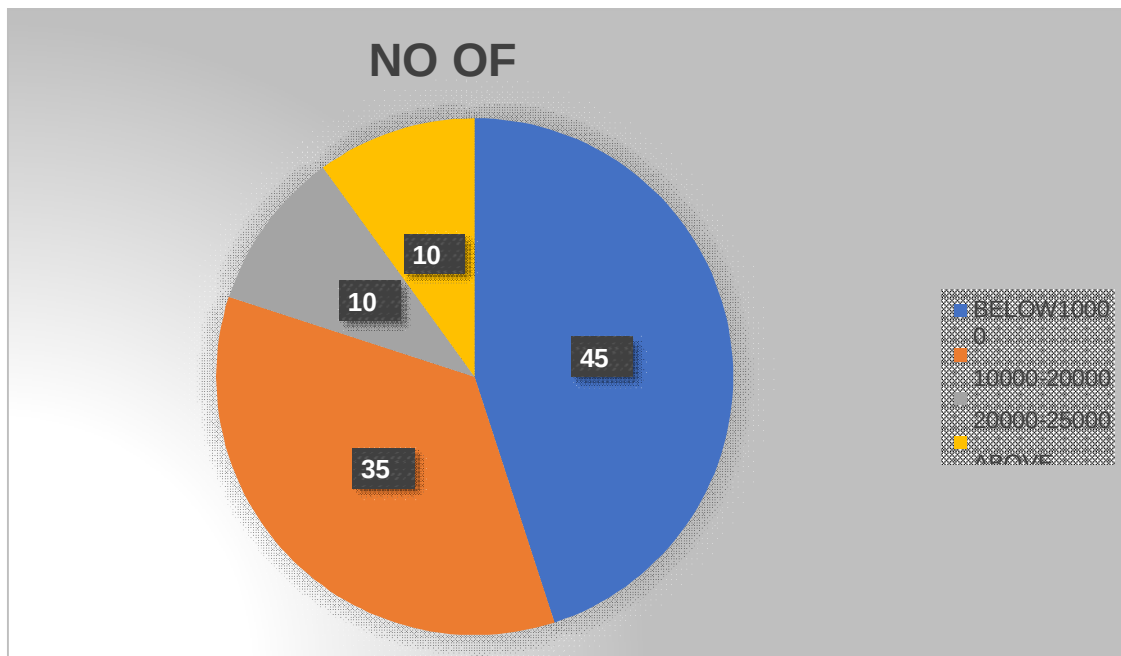


TABLE 4.5

MARITAL STATUS OF THE RESPONDENTS IN ONLINE MARKETING.

| Marital status | No of the respondents. | Percentage |
|----------------|------------------------|------------|
| Married        | 23                     | 23%        |
| Unmarried      | 77                     | 77%        |
| Total          | 100                    | 100%       |

INTERPRETATION:

This table express the marital status from the above table 23% of the respondents are married,77% of the respondents are unmarried.

INFERENCE:

Majority of the respondents out of 100 respondents are 77% of the unmarried.

CHART 4.5.1

MARITAL STATUS OF THE RESPONDENTS IN ONLINE MARKETING

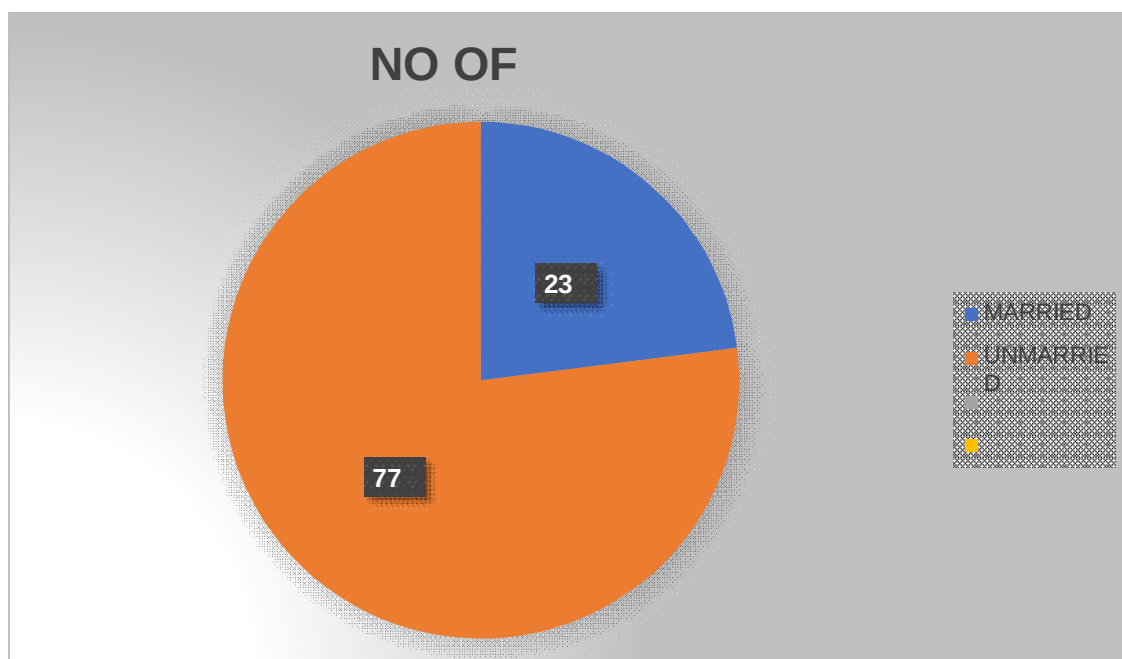


TABLE 4.6

OCCUPATION OF THE RESPONDENTS IN ONLINE MARKETING

| Occupation level | No of the respondents. | Percentage |
|------------------|------------------------|------------|
| Student          | 55                     | 55%        |
| Employees        | 35                     | 35%        |
| Home maker       | 10                     | 10%        |
| Total            | 100                    | 100%       |

INTERPRETATION:

This table express the Occupation out of 100 respondents from the above table 55% of the respondents are students,35% of the respondents are employees,10% of the respondents of home make of 100 respondents.

#### INFERENCE:

Majority 55% students out of 100 respondents .

CHART 4.6.1

#### OCCUPATIONS OF THE RESPONDENTS IN ONLINE MARKETING

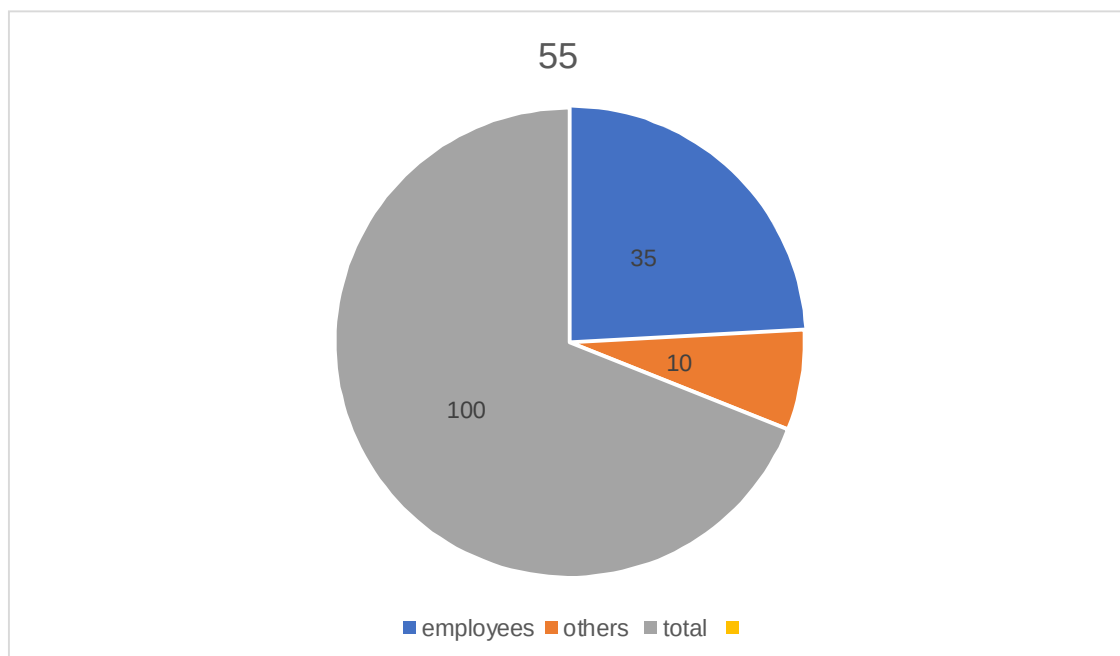


TABLE 4.7

TYPE OF WEBSITES USING IN REGULARLY ONLINE MARKETING.

| Websites  | No of the respondents | Percentage |
|-----------|-----------------------|------------|
| Amazon    | 55                    | 55%        |
| Flipkart  | 35                    | 35%        |
| Snap deal | 5                     | 5%         |
| Myntra    | 5                     | 5%         |
| Total     | 100                   | 100%       |

## INTERPRETATION:

This table express the type of websites out of 100 respondents from the above table 55% of the respondents are using amazon,35% of the respondents are using flipkart,5% of the respondents are using snap deal , 5% of the respondents are using myntra out of 100 respondents.

## INFERENCE:

Majority 55% of the respondents are using Amazon.

CHART 4.7.1

TYPE OF WEBSITE USING ONLINE MARKETING.

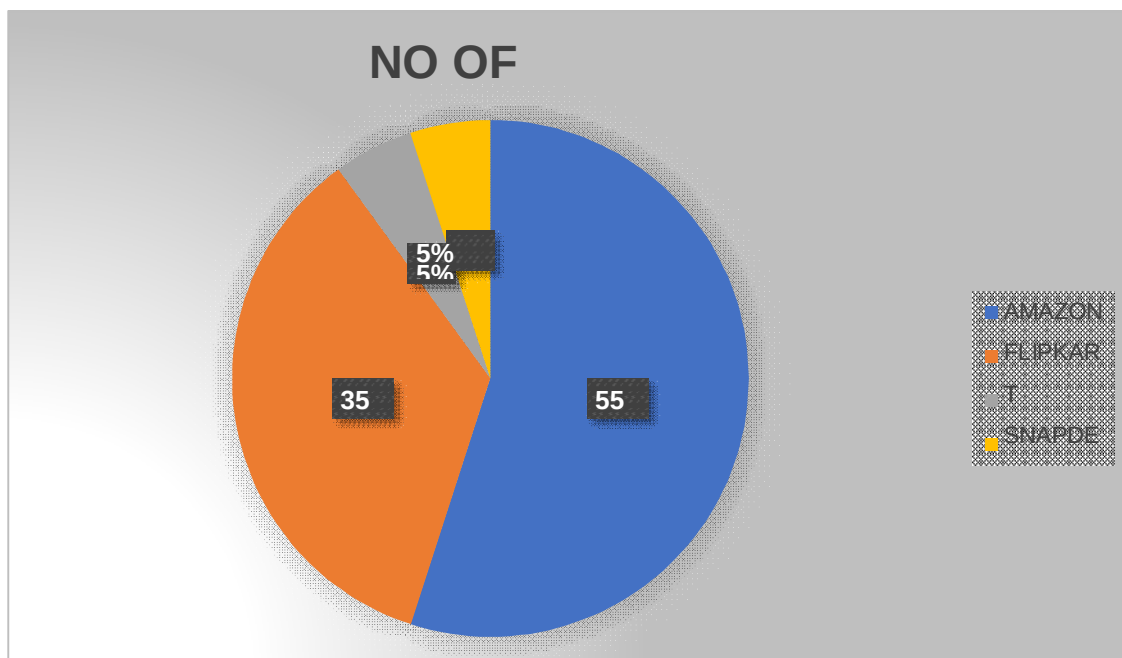


TABLE 4.8

CUSTOMER EXPECTATIONS OF THE RESPONDENTS IN ONLINE MARKETING.

| Customer expectation | No of the respondents | Percentage |
|----------------------|-----------------------|------------|
| Quality              | 45                    | 45%        |
| Money                | 10                    | 10%        |
| Brand                | 25                    | 25%        |
| Door delivery        | 20                    | 20%        |
| Total                | 100                   | 100%       |

INTERPRETATION:

This table express the customer expectations out of 100 respondents from the above table 45% of the respondents is quality,10% of the respondents are money,25% of the respondents are using brand, 20% of the respondents are using door delivery.

INFERENCE:

Majority 45% of the respondents are quality.

CHART 4.8.1

CUSTOMER EXPECTATION RESPONDENTS IN ONLINE MARKETING.

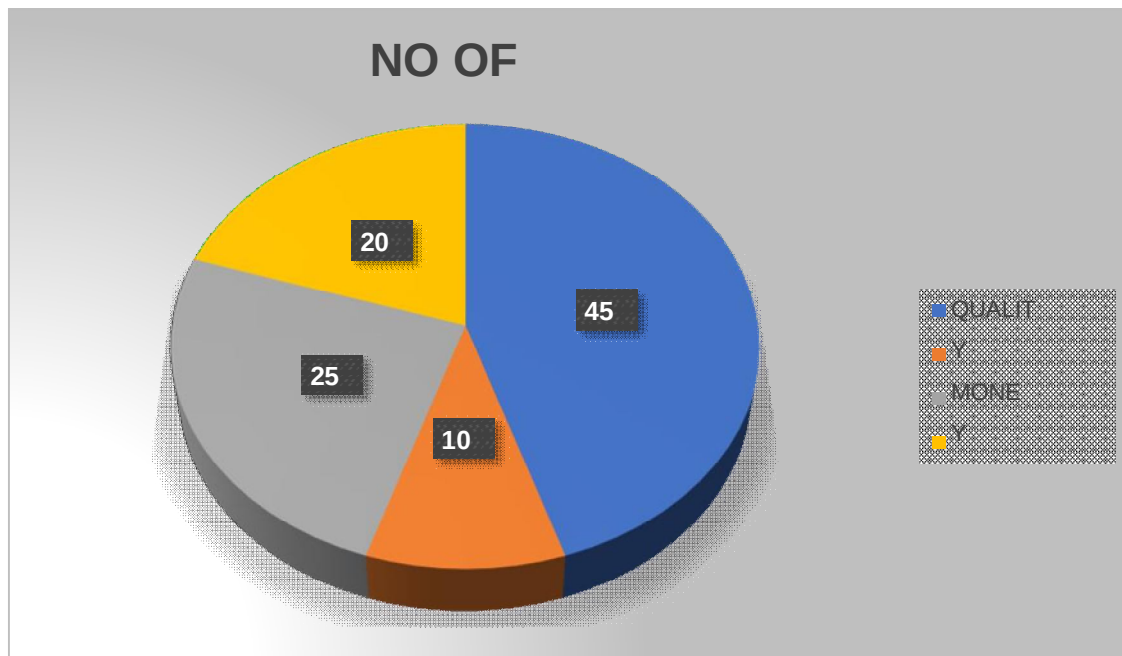


TABLE 4.9

INTERESTED OF THE RESPONDENTS IN ONLINE MARKETING.

| Interested level | No of the respondents | Percentage |
|------------------|-----------------------|------------|
| Friends          | 20                    | 20%        |
| Advertisement    | 70                    | 70%        |
| Relatives        | 5                     | 5%         |
| Others           | 5                     | 5%         |
| Total            | 100                   | 100%       |

INTERPRETATION:

This table express the interested out of 100 respondents from the above table 20% of the respondents are friends,70% of the respondents are advertisement, 5% of the respondents are relatives,5% of the respondents are others out of 100 respondents.

INFERENCE:

Majority 70% of the friends out of 100 respondents.

CHART 4.9.1

INTERESTED OF THE RESPONDENTS IN ONLINE MARKETING.

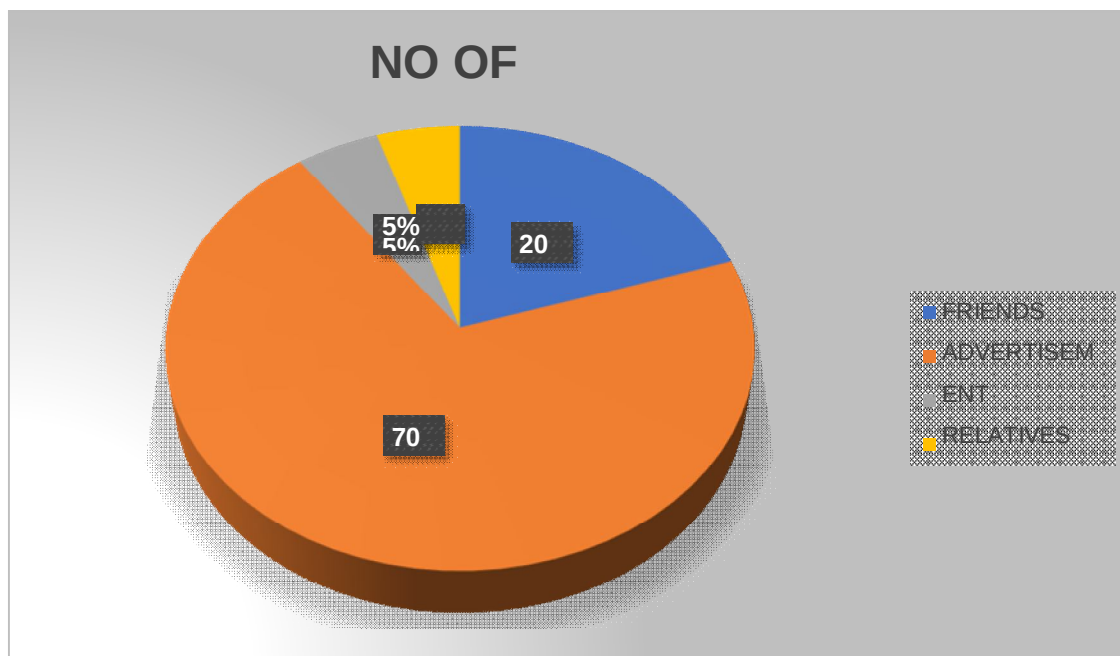


TABLE 4.10

THE ATTRACTS OF THE ADVERTISEMENT IN ONLINE MARKETING.

| Attracts of the advertisement | No of the respondents | Percentage |
|-------------------------------|-----------------------|------------|
| Facebook                      | 25                    | 25%        |
| Slogans                       | 10                    | 10%        |
| Jungles video                 | 10                    | 10%        |
| Celebrity                     | 55                    | 55%        |
| Total                         | 100                   | 100%       |

#### INTERPRETATION:

This table express the attracts of the advertisement out of 100 respondents from the above table 25% of the respondents are attracts facebook,10% of the respondents are attracts slogans, 10% of the respondents are attracts jungles video,55% of the respondents are attracts celebrity.

#### INFERENCE:

Majority 55% of the respondents out of 100 respondents.

CHART 4.10.1

THE ATTRACTS OF THE ADVERTISEMENT IN ONLINE MARKETING.

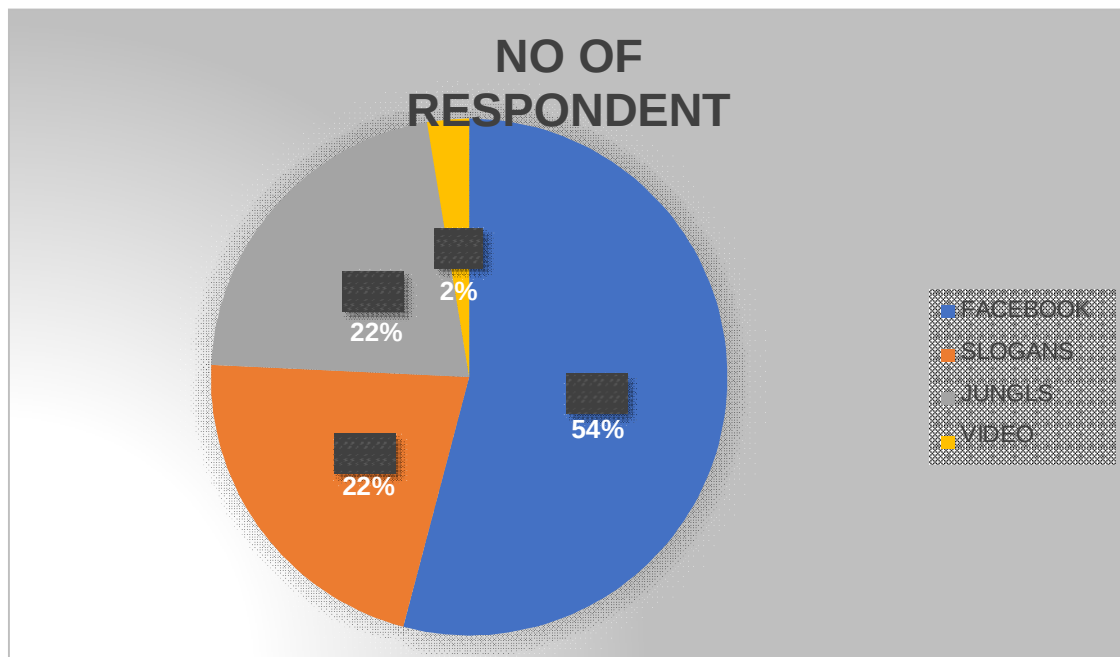


TABLE 4.11

HOW MANY YEARS CONTINUE TO ONLINE MARKETING?

| Years        | No of the respondents | Percentage |
|--------------|-----------------------|------------|
| Below1 years | 25                    | 25%        |
| 1-2 years    | 50                    | 50%        |
| 2-3 years    | 20                    | 20%        |
| Above 5years | 5                     | 5%         |

|       |     |      |
|-------|-----|------|
| Total | 100 | 100% |
|-------|-----|------|

#### INTERPRETATION:

This table express how many years continue the online product out of 100 respondents from the above table 25% of the respondents are below 1year,50% of the respondents are 1-2 years,20% of the respondents are 2-3 years,5% of the respondents are using above 5 years out of 100 respondents.

#### INFERENCE:

Majority 50% of the respondents are using 1-2 years.

#### CHART 4.11.1

HOW MANY YEARS CONTINUE TO ONLINE MARKETING?

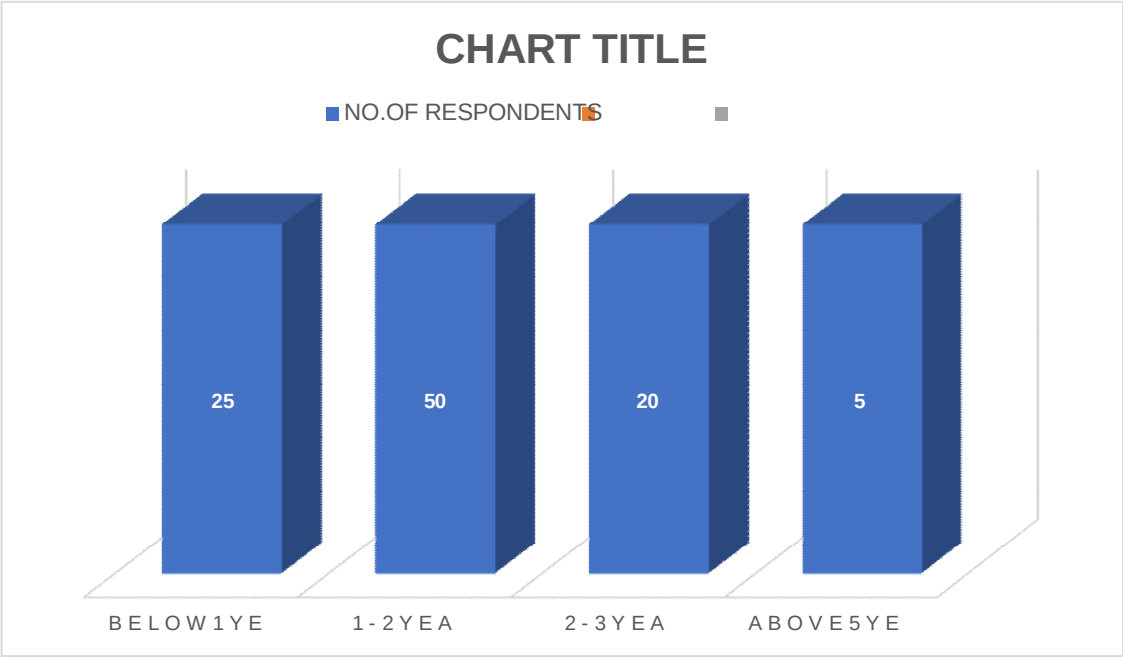


TABLE 4.12

WHICH PLACE YOU ARE ACCESS THE INTERNET

| Place of access the internet | No of the respondents | Percentage |
|------------------------------|-----------------------|------------|
| Office                       | 25                    | 25%        |
| House                        | 50                    | 50%        |
| Internet cafe                | 25                    | 25%        |
| Total                        | 100                   | 100%       |

#### INTERPRETATION:

This table express which place you are access the internet out of 100 respondents from the above table 25% of the respondents using office,50% of the respondents are using house,25% of the respondents are using internet cafe out of 100 respondents.

#### INFERENCE:

Majority 50% of the respondents are using in house.

#### CHART 4.12.1

WHICH PLACE YOU ARE ACCESS THE INTERNET.

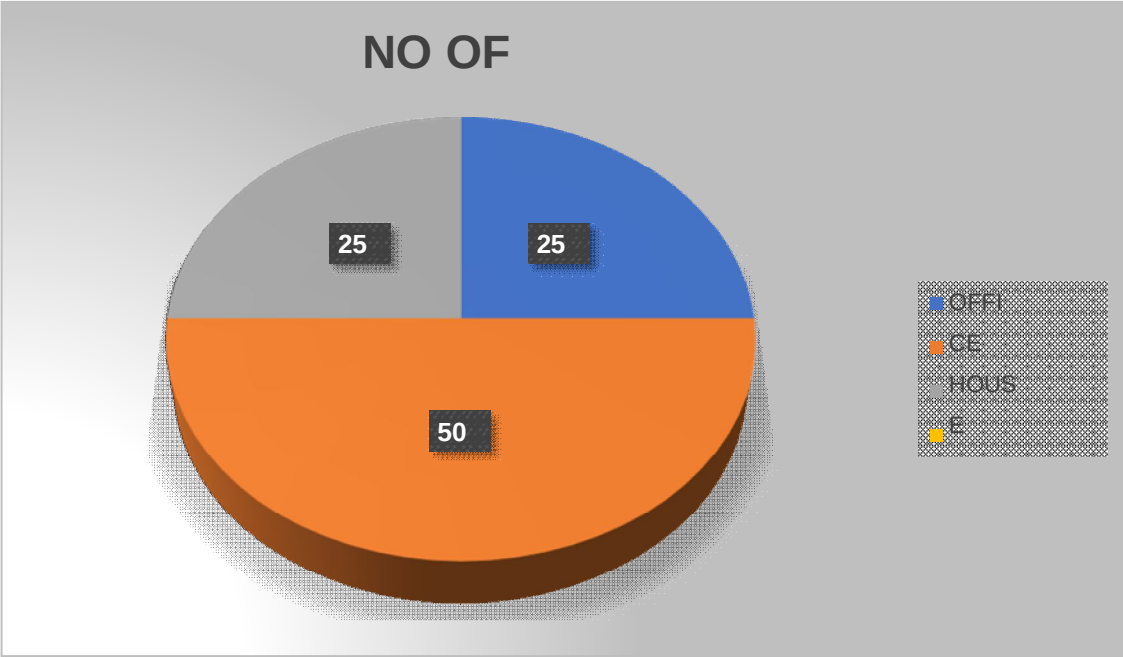


TABLE 4.13

PURCHASE OF THE RESPONDENTS IN ONLINE MARKETING.

| Purchase these product | No of the respondents | Percentage |
|------------------------|-----------------------|------------|
| Frequently             | 30                    | 30%        |
| Occasionally           | 15                    | 15%        |
| Some time              | 40                    | 40%        |
| Rarely                 | 15                    | 15%        |
| Total                  | 100                   | 100%       |

#### INTERPRETATION

This table express the purchase the product out of 100 respondents from the above table 30% of the respondents are using frequently, 15% of the respondents are using occasionally, 40% of the respondents are using sometime, 15% of the respondents are using rarely out of 100 respondents.

#### INFERENCE:

Majority 40% of the respondents are using sometime for purchasing the product.

#### CHART 4.13.1

PURCHASE OF THE RESPONDENTS IN ONLINE MARKETING.

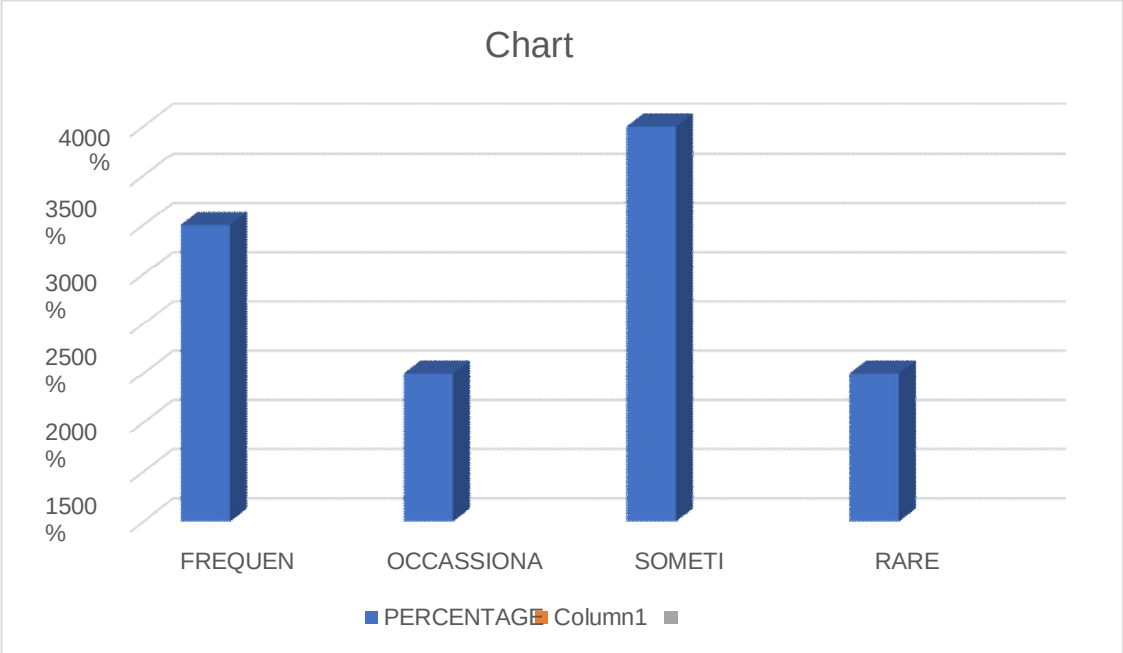


TABLE 4.14

FACTORS INFLUENCE IN PURCHASE OF ONLINE PRODUCTS OF ONLINE  
MARKETING.

| Factors influence in purchase | No of the respondents | Percentage |
|-------------------------------|-----------------------|------------|
| Price                         | 19                    | 19%        |
| Quality                       | 45                    | 45%        |
| Design                        | 19                    | 19%        |
| Availability                  | 17                    | 17%        |
| Total                         | 100                   | 100%       |

INTERPRETATION:

This table express the factors influence in purchase of online product out of 100 respondents from the above table 19% of the respondents are price,45% of the respondents are quality,19% of the respondents are design,17% of the respondents are availability out of 100 respondents.

INFERENCE:

Majority 45% of the respondents are using quality.

CHART 4.14.1

FACTORS INFLUENCE IN PURCHASE OF ONLINE PRODUCTS ONLINE MARKETING.

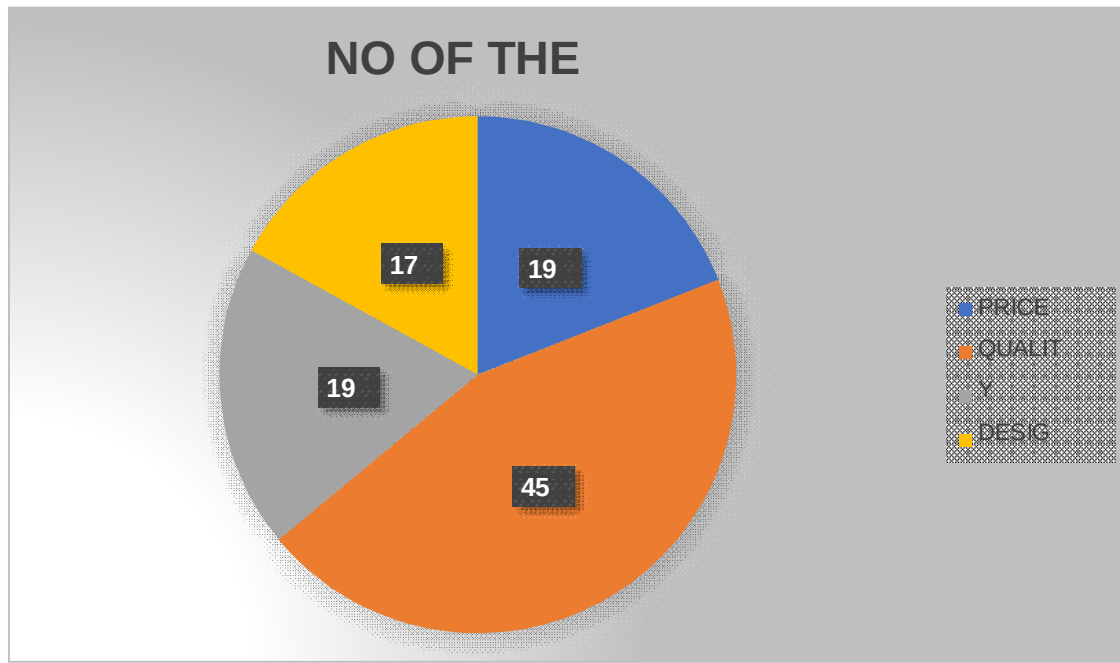


TABLE 4.15.1

FEEL ABOUT THE DESIGN OF THE PROUCTS IN ONLINE MARKETING.

| Design of the product | No of the respondents | Percentage |
|-----------------------|-----------------------|------------|
| Economical            | 15                    | 15%        |
| Convenient            | 35                    | 35%        |
| Attractive            | 45                    | 45%        |
| Easy Handling         | 5                     | 5%         |
| Total                 | 100                   | 100%       |

INTERPRETATION:

This table express the feel about the design of the products out of 100 respondents from the above table 15% of the respondents are using economical,35% of the respondents are using convenient,45% of the respondents are using attractive, 5% of the respondents are using easy handling out of 100 respondents.

INFERENCE:

Majority 45% of the respondents are using attractive.

CHART 4.15.1

FEEL ABOUT THE DESIGN OF THE PRODUCTS IN ONLINE MARKETING.

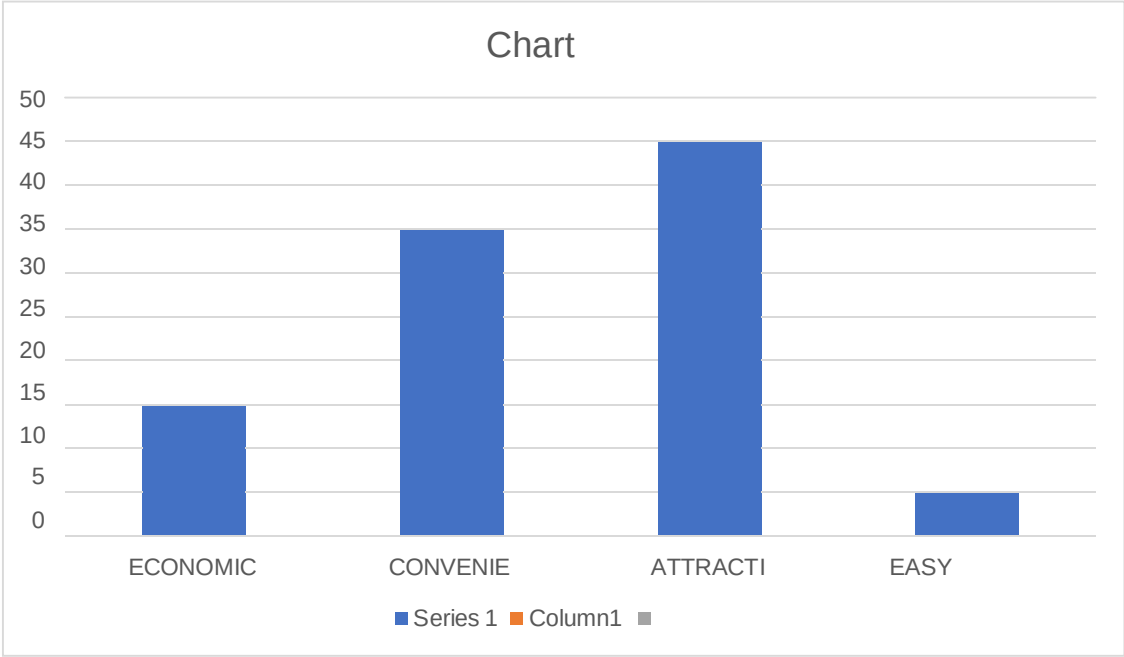


TABLE 4.16

#### SATISFIED WITH THE SERVICES PROVIDED BY ONLINE MARKETING.

| Satisfied with the service provided | No of the respondents | Percentages |
|-------------------------------------|-----------------------|-------------|
| Not satisfied                       | 10                    | 10%         |
| Highly not satisfied                | 10                    | 10%         |
| Satisfied                           | 60                    | 60%         |
| Highly satisfied                    | 20                    | 20%         |
| Total                               | 100                   | 100%        |

#### INTERPRETATION:

This table express the satisfied with the services provided out of 100 respondents from the above table 10% of the respondents are not satisfied, 10% of the respondents are highly not satisfied, 60% of the respondents are satisfied,20% of the respondents are highly not satisfied out of 100 respondents.

#### INFERENCE:

Majority60% of the respondents are satisfied.

CHART 4.16.1

SATISFIED WITH THE SERVICES PROVIDED BY ONLINE MARKETING.

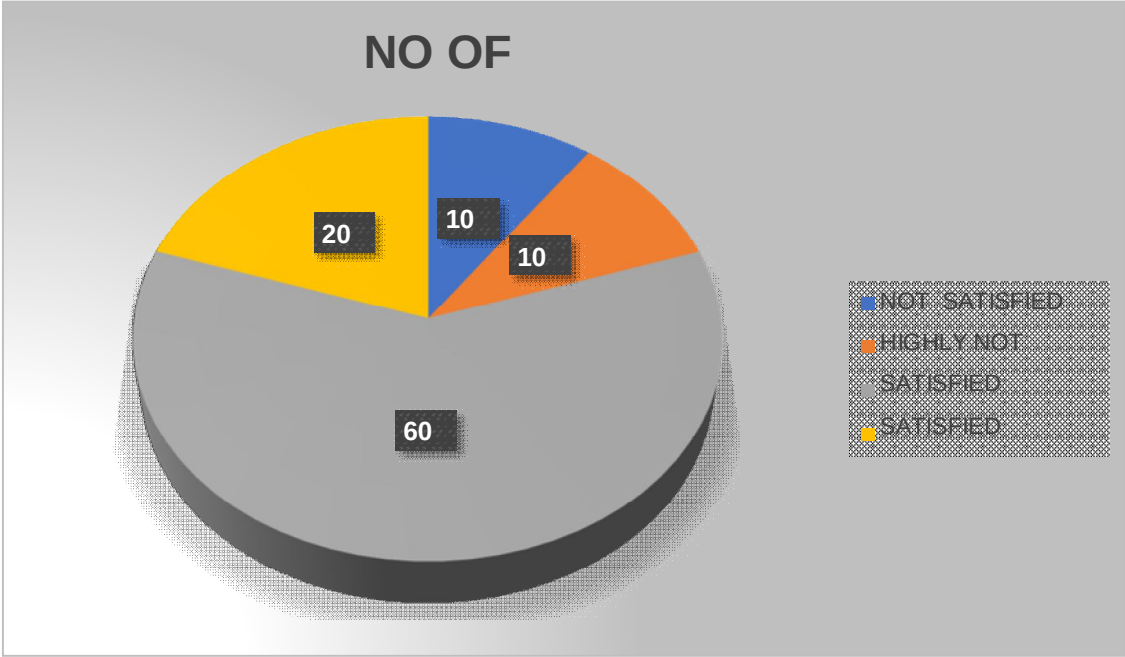


TABLE 4.17

#### THE PRODUCT PURCHASE THROUGH ONLINE

| Product purchase through online | No of respondents | Percentages |
|---------------------------------|-------------------|-------------|
| Cosmetics                       | 26                | 26%         |
| Books                           | 14                | 14%         |
| Clothes                         | 55                | 55%         |
| Others                          | 5                 | 5%          |
| Total                           | 100               | 100%        |

#### INTERPRETATION:

This table express the product purchase through online out of 100 respondents from the above table 26% of the respondents are using cosmetics,14% of the respondents are using books,55% of the respondents are using clothes,5% of the respondents are using others out of 100 respondents.

#### INFERENCE:

Majority 55% of the respondents are buying clothes.

CHART 4.17.1

## THE PRODUCT PURCHASE THROUGH ONLINE

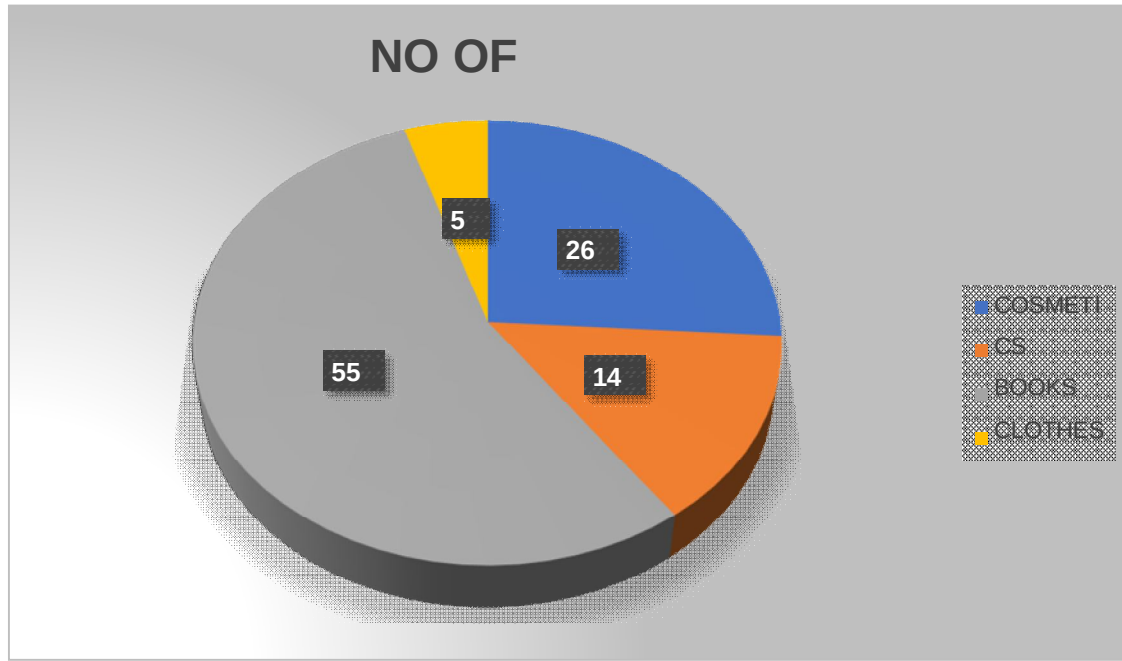


TABLE 4.18

## MEDIA OF ADVERTISEMENT IN HIGHLY INFLUENTIAL FOR ONLINE SHOPPING

| Media of advertisement is highly influential. | No of the respondent | Percentages |
|-----------------------------------------------|----------------------|-------------|
| Television                                    | 56                   | 56%         |
| Newspaper                                     | 20                   | 20%         |
| Social media                                  | 14                   | 14%         |
| Others                                        | 10                   | 10%         |
| Total                                         | 100                  | 100%        |

### INTERPRETATION:

This table express the media of advertisement in highly influential out of 100 respondents from the above table 56% of the respondents are using television, 20% of the respondents are using newspaper, 14% of the respondents are using social media, 10% of the respondents are using others out of 100 respondents.

### INFERENCE:

Majority 56% of the respondents are using television

CHART 4.18.1

MEDIA OF ADVERTISEMENT IN HIGHLY INFLUENTIAL FOR ONLINE MARKETING.

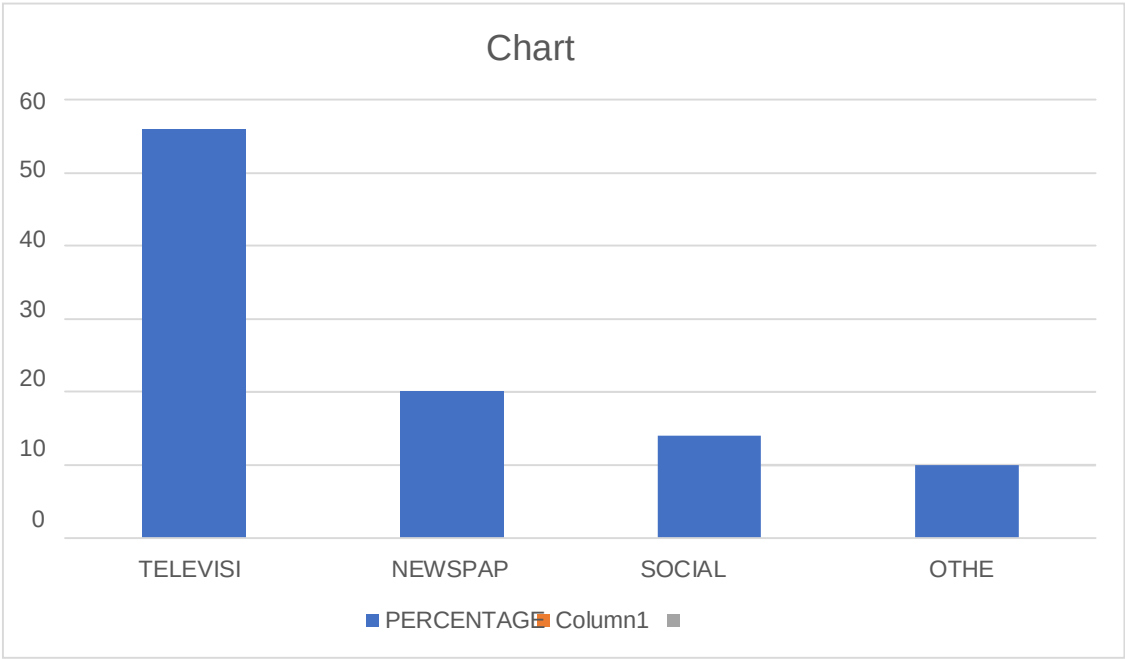


TABLE 4.19

#### OPINION REGARDING AFTER SALES SERVICE OF ONLINE MARKETING.

| Opinion             | No of the respondents | Percentage |
|---------------------|-----------------------|------------|
| Highly satisfied    | 24                    | 24%        |
| Satisfied           | 66                    | 66%        |
| Highly dissatisfied | 5                     | 5%         |
| Dissatisfied        | 5                     | 5%         |
| Total               | 100                   | 100%       |

#### INTERPRETATION:

This table express the opinion regarding after sales out of 100 respondents from the above table 24% of the respondents are using highly satisfied,66% of the respondents are using satisfied,5% of the respondents are highly dissatisfied,5% of the respondents are using dissatisfied out of 100 respondents.

#### INFERENCE:

Majority 66% of the respondents are using satisfied.

CHART 4.19.1

OPINION REGARDING AFTER SALES SERVICE OF ONLINE MARKETING.

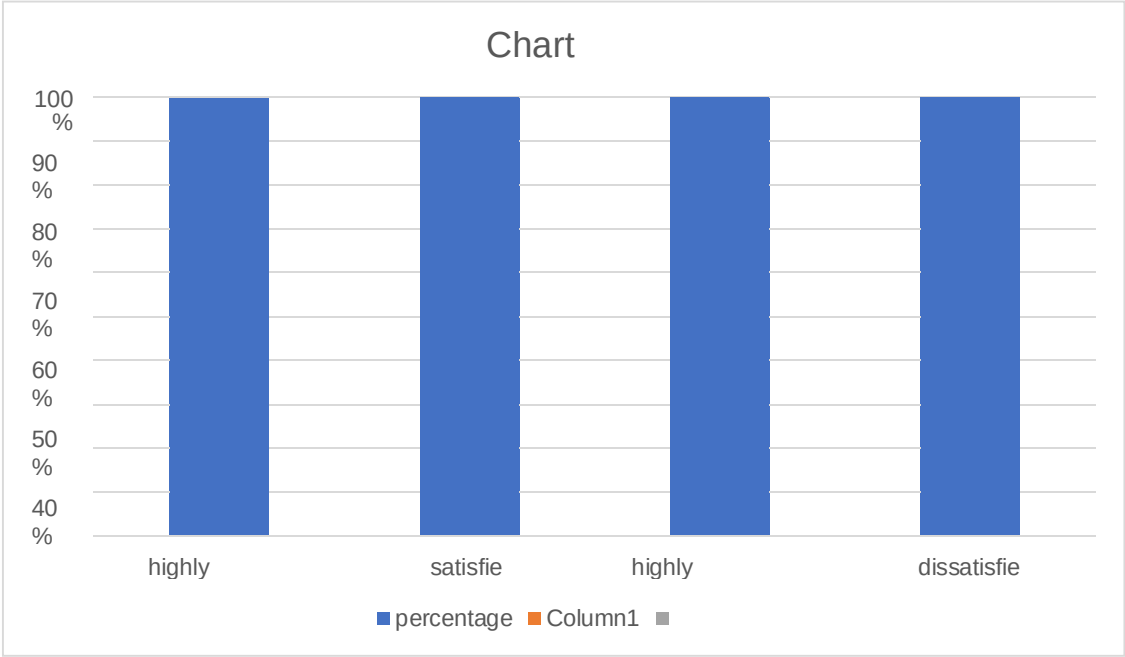


TABLE 4.20

#### AWARE ABOUT THE ONLINE PRODUCT

| Awareness | No of the respondents | Percentage |
|-----------|-----------------------|------------|
| Yes       | 67                    | 67%        |
| No        | 33                    | 33%        |
| Total     | 100                   | 100%       |

#### INTERPRETATION:

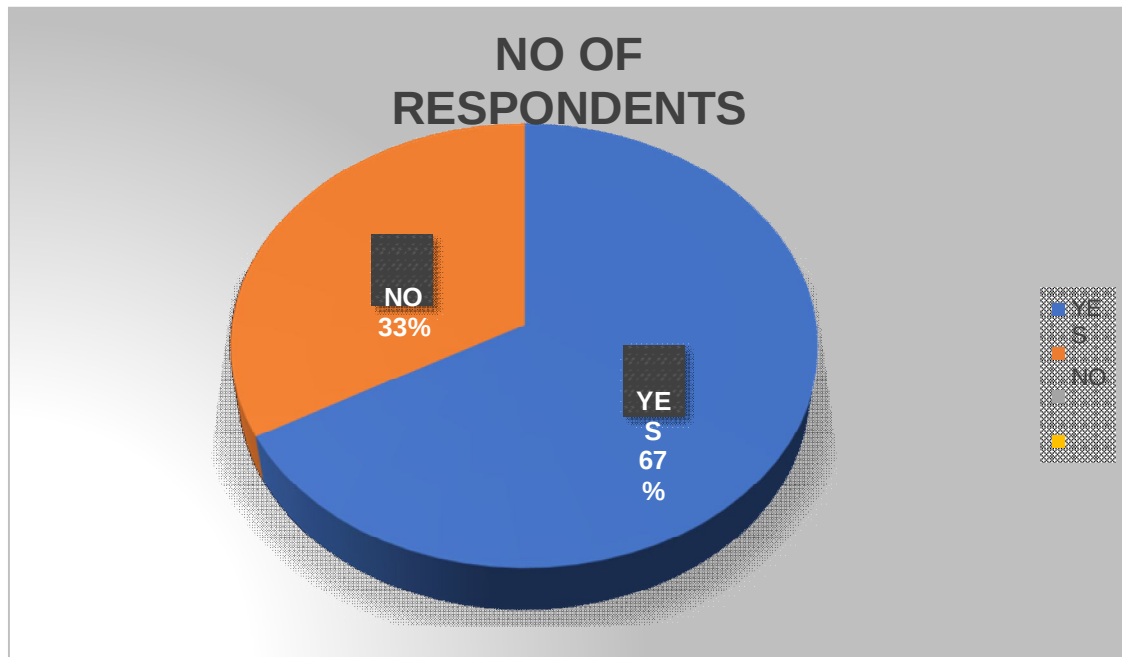
This table express the aware about the online product out of 100 respondents from the above table 67% of the respondents are yes, 33% of the respondents are no out of 100 respondents.

#### INFERENCE:

Majority 67% of the respondents are yes.

CHART 4.20.1

AWARE ABOUT THE ONLINE PRODUCT.



CHI-SQUARE TEST

LX

RELATIONSHIP BETWEEN GENDER AND ONLINE MARKETING FORMALITIES OF  
RESPONDENTS.

| S.NO  | OPTION | YES | NO | TOTAL |
|-------|--------|-----|----|-------|
| 1     | MALE   | 40  | 6  | 46    |
| 2     | FEMALE | 47  | 7  | 54    |
| TOTAL |        | 87  | 13 | 100   |

**NULL HYPOTHESIS (H<sub>0</sub>)**

H<sub>0</sub>- there is no significance relationship between gender and online marketing formalities of respondents.

**ALTERNATIVE HYPOTHESIS (H<sub>a</sub>)**

H<sub>a</sub>- there is a significance relationship between gender and online marketing formalities of respondents.

### CALCULATION

| O     | E     | O-E   | (O-E) <sup>2</sup> | (O-E) <sup>2</sup> /E |
|-------|-------|-------|--------------------|-----------------------|
| 40    | 40.02 | -0.02 | 0.0004             | 0.0000009995          |
| 6     | 5.98  | 0.02  | 0.0004             | 0.000066889           |
| 47    | 46.98 | 0.02  | 0.0004             | 0.000008514           |
| 7     | 7.02  | -0.02 | 0.0004             | 0.00005698            |
| TOTAL |       |       |                    | 0.00014               |

**THE CALCULATED VALUE IS =0.00014**

**DEGREE OF THE FREEDOM=(C-1) (R-1)**

$$= (2-1) (2-1)$$

$$= (1) (1)$$

$$=1$$

For the **1 Degree of the freedom** the value of the chi-square is **3.841 at 5%** level of significant.

### INFERENCE:

It is observed from the obtained statistical result that the calculated chi-square value is less than table value. So, the null hypothesis is accepted. There is no significance relationship between gender and online marketing of the respondents.

# CHAPTER-5

## **CHAPTER-5**

### **FINDINGS ,SUGGESTIONS&CONCLUSION**

- 1.They have findings age level out of 100% respondents level 25% of below15,15% of 15-25 level, 45% of 25-35 level, 15% of above 50 levels.
- 2.They have findings gender level out of 100% respondents level 46% of male, 54% of female level.
- 3.They have findings educations qualifications out of 100% respondents level 25% of school level,50% of graduate,25% of professional and post graduate.
- 4.They have findings family income level out of 100% respondents level 45% of below 10000,35% of 10000-20000 level,10% of 20000-25000 level,10% above 25000.
- 5.They have findings marital status level out of 100% respondents 23% of married levels, 77% of unmarried levels.
- 6.They have findings occupations level out of 100% respondents 55% of students level,35% of flip kart level,5% of snap deal level,5% of myntra.
7. They have findings websites level out of 100% respondents 55% of amazon,35% of flip kart,5% of snap deal 5% of myntra.
- 8.They have findings customer expectations out of 100% respondents 45% of quality,10% of money, 25% of brand, 20% of door delivery.
- 9.They have findings interested level out of 100% respondents 20% of friends, 70% of advertisement,5% of relatives,5% of family.

10.They have findings attracts the advertisement out of respondents 25% of Facebook,10% of slogans, 10% of jungles video, 55% of celebrity.

11.They have findings years continue out of 100% respondents 25% of below 1 year, 50% of 1-2 years, 20% of 2-3 years, 5% of 5 years.

12.They have findings which place your access the internet out of 100% respondents 25% of office, 50% of house, 25% of internet café.

13.They have findings purchase the product out of 100% respondents 30% of frequently,15% of occasionally, 40% of sometimes,15% of rarely .

14.They have findings express the factors influence in purchase out of 100% respondents 19% of price,45% of quality,19% of design,17% of availability.

15.They have findings design the product out of 100% respondents 15% of economical,35% of convenient, 45% of attractive, 5% of easy handling.

16.They have findings satisfied with the service provided out of 100% respondents 10% of not satisfied, 10% of highly not satisfied, 60% of satisfied, 20% of highly not satisfied.

17.They have findings the product purchase through online out of 100% respondents 26% of cosmetics,14% of books, 55% of clothes,5% of electronics.

18.They have findings media of advertisement is highly influential out of 100% respondents 56% of television, 20% of newspaper, 14% of social media, 10% others.

19.They have findings opinion regarding after sales service out of 100% respondents 24% of highly satisfied, 66% of satisfied, 5% of dissatisfied, 5% of highly dissatisfied.

20.They have findings aware about online product out of 100% respondents 67% of yes,33% of no.

## SUGGESTIONS

- Online marketing brings an entire world of merchandise as we sit comfortable at home.
- There is no stress of parking or standing in line.
- We are able to shop for the exact same item at many different sites and get the best price, along with a wealth of information about the product such as user reviews and suggestions about similar products which we might even like better.
- They had enormous faith and because of their faith, they get a positive feeling that any task however hard it may look can be accomplished just with a click and the product is being delivered.
- The customer marketing Do not forget to comparison market when we are looking for things online.
- People usually so this when marketing in physical stores, but they don't think about it on the internet.
- If you go for the first sale you see, there is a chance you will miss out on a better deal somewhere else, "Live to be loved for marketing and to love the products you buy online".

## **CONCLUSION**

The studies focus with related to customer perception in digital marketing, now a days consumer satisfaction based on good service and approach related with online marketing, because many more business approaches his/her business launching through online marketing or digital marketing is successfully.

“It is a lifelong craze, moment after moment, trying to find the best you want; Fortunately, many of us are looking for it at the right place. “This will allow customers to place order without even visiting the market. Being able to buy any place, anytime, anywhere. Sites enables them to browse before they market, and to research the product so they have more confidence in what they are buying. Online marketing becomes more enjoyable and easier than real-world marketing. Then timeless and low level of the price in online, marketing. The real world that fits in your hand keep browsing, do marketing, with just a click from your mobile.

# ANNEXURE

## **ANNEXURE**

1. NAME:

2. AGE:

a) 15-20 b)20-35 c)35-40 d) above50

3.GENDER:

a) Male b) Female

4.PLACE:

5.QUALIFICATION:

a) higher secondary b) under graduate c) post graduate d) professional

6.OCCUPATION:

a) student b) employees c) business d) others

7.INCOME PER MONTH IN RUPEES:

a) NIL b) below5000 c) 5000-10000 b)10000-25000 e) above 25000.

8.MARRITIAL STATUS:

a) married b) unmarried

9.WHAT ARE THE PURPOSE OF USING INTERNET:

a) shopping b) banking c) mailing d) others

10. WHICH PLACE DO YOU ACCESS THE INTERNET:

a) house b) office c) internet cafe d) others.

11. EXPERIENCE OF USING INTERNET:

a) upto 1year b) 2years to 4 years c) 4years to 5years d) above 5 years.

12. WHAT ARE THE PRODUCT PURCHASE THROUGH ONLINE:

a) cosmetics b) books c) clothes d) others.

13: HOW MANY TIMES PURCHASED ONLINE IN LAST 2 MONTHS:

a) less than 2 times b) 3 to 5times c) 5 to 6 times d) above 7 times.

14. MODE OF PAYMENT:

a) credit card b) debit card c) cash d) through net banking.

15. FREQUENCY USED FOR ONLINE SHOPPING WEBSITE:

a) amazon b) flip kart c) snap deal d) jabong

16. EXPERIENCE OF ONLINE OR INTERNET PURCHASE:

a) upto 2years b) 2 to 4 years c) 4 to 5 years d) above 5years.

17. HOW DO YOU KNOW THE ONLINE SHOPPING:

a) family b) friends c) relatives d) advertisement

18.CUSTOMER EXPECTATIONS IN ONLINE SHOPPING:

a) quality b) brand c) door delivery d) low price.

19.WHICH MEDIA OF ADVERTISEMENT IS HIGHLY INFLUENTIAL FOR ONLINE SHOPPING:

a) television b) newspaper c) social media d) others

20.WHICH PART OF ADVERTISEMENT ATTRACTS YOU TO BUY THE PRODUCT:

a) celebrity b) slogans c) offers d) jingles video

21.WHAT DO YOU FEEL ABOUT THE DESIGN OF THE PRODUCT:

a) attractive b) convenient c) usage d) convenient

22.WOULD LIKE TO PURCHASE THROUGH INTERNET OR ONLINE FOR FUTURE:

a) yes b) no

23.ARE YOU SATISFIED WITH THE SERVICE PROVIDED BY ONLINE SHOPPING:

a) satisfied b) highly satisfied c) not satisfied d) highly not satisfied

24.WHAT IS YOUR OPINION REGARDING AFTER SALES SERVICE OF ONLINE SHOPPING:

a) satisfied b) highly satisfied c) not satisfied d) highly not satisfied.

25. IF ANY SUGGESTION.....

# **BIBLIOGRAPHY**

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