

A Study On Customer Perception Towards Digital Marketing in Alangulam Taluk

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ABSTRACT

Digital marketing refers to promoting products or services using digital channels such as websites, search engines, social media platforms, email marketing, and mobile applications. This shift has had a profound impact on customer perception regarding brand loyalty, the quality of buying behavior, and overall customer satisfaction. The major objective of this study is customer perception towards digital marketing in Alangulam Taluk. For the study, the primary data is collected through Interview schedule from 90 customers. The researcher has used simple percentage analysis. The researcher has concluded that Consumer perception towards digital marketing is influenced by personalization, transparency, engagement, and trust. While digital marketing offers businesses immense opportunities, it also comes with challenges such as privacy concerns and ad fatigue. Brands that focus on delivering valuable, relevant, and interactive content while maintaining ethical marketing practices will gain a competitive advantage. Ultimately, a consumer-centric approach, backed by technology and data-driven insights, is key to fostering positive consumer perception and long-term brand loyalty.

Keyword: Digital Marketing, Social media, Customer Satisfaction, Customer Perception

1. INTRODUCTION

Digital marketing refers to promoting products or services using digital channels such as websites, search engines, social media platforms, email marketing, and mobile applications. This shift has had a profound impact on customer perception regarding brand loyalty, the quality of buying behavior, and overall customer satisfaction.

2. OBJECTIVES

1. To analyze the socio - economic factor of digital Marketing customer
2. To analyze customer perception about digital Marketing in Alangulam Taluk.

3. RESEARCH METHODOLOGY

The descriptive and analytical research design has been applied to the present study. There are Eight taluks in Tenkasi district such as, Tenkasi, Shenkottai, Kadayanallur, Veerakeralampudur, Alangulam, Sivagiri, Thiruvenkatam, and Sankarankovil. The researcher has selected Alangulam

Taluks. The researcher has used the convenience sampling method to identify the respondents for the present study. The researcher selected 90 respondents in Alangulam Taluk.

4. REVIEW OF LITERATURE

Balakrishnan and Chandramouli (2023), in their study, "A study on digital marketing impact on consumer perception and buying patterns". In their research, the researcher studied modern marketing companies and interactions to create a new integrated advertisement that offers relevant and simple marketing methods. The researcher studied 243 people to know the factors that determine the role of digital marketing. **Sridevi et.al (2021)**, in their study, "A study on customer's perception towards a digital marketing company". The Researcher concluded that the study helps to determine business people's awareness of upcoming marketing technologies, as well as which type of digital marketing they prefer and their level of satisfaction when compared to traditional methods. This study easily understands the customer's and the customers' perception of the digital marketing company. **Lavanya.A and Radhikamani.M (2021)**, in their study, "A study on digital marketing and its impacts". The researcher concluded their study that the more time individuals spend on the internet every year, the more digital platforms they use play a never-developing function in their lives. The main aim of Digital India is to promote digital media. Because people can use digital platforms many times anywhere in the world companies need to change their marketing strategy from traditional to digital. **Deepak Kumar (2020)**, in their study "The Study of Significance of Digital Marketing Tools in the Promotion of e-commerce websites", the researcher concluded their data analysis aimed principally at exploring the significance of digital marketing in the modern age. What are the different issues of digital marketing? It also illustrated how the role of digital marketing contributed to India's growth. The digital marketing Function plays an important growth function in the industry. Since there is little scope and less worldwide advertising and if there are any improvements in the product. We must adapt quickly and build more exposure rather than conventional Advertisements. This implies that there is a significant role in public recognition (especially with respect to the launch of new products). We must use so many forms of resources to make digital marketing decisions. **Sahaya and Vennila (2020)**, in their study, "A study on customer behavior toward digital marketing". The Researcher found that consumers have recently shifted to digital marketing channels, with the help of digital channels. Digital marketing now plays a significant role in society. Through digital marketing channels, digital marketing assists customers in meeting their needs. **Kumar.K.(2019)**, in their study, "A study of the growth of digital marketing In Indian scenario". The researcher found that the growth of digital marketing is certainly a phenomenon experienced by almost all the respondents. The Growth of digital marketing is directly related to the increase in the use of the Internet. Hence, the effect of the internet era is experienced in the marketing sector. **Mohit Mandani et.al(2018)**, in their study, "A Study on Customer Perception Towards Marketing by FMCG companies", The Research concluded that consumer's perception of FMCG marketing. When studies on the subject were conducted, it was discovered that most consumers thought cause - related marketing was importing and that it did influence their purchasing decisions.

5. DATA ANALYSIS AND INTERPRETATION

The researcher has analyzed the socio- economic factors of Alangulam Taluk Digital Marketing Users. The socio- economic factors are gender, age, educational qualification occupation, marital status and income level.

Table No: 1
Socio- economic profile of digital marketing customer

S.No	Gender	Number of Respondents	Percentage
1	Male	43	47.78
2	Female	47	52.22
Total		90	100
S.No	Age	Number of Respondents	Percentage
1	Below 20	10	11.11
2	20-25	32	35.56
3	25-30	14	15.56
4	30-35	13	14.44
5	Above 35	21	23.33
Total		90	100
S.No	Educational Qualification	No of Respondents	Percentage
1	Upto HSC	14	15.56
2	Under graduate	33	36.67
3	Post graduate	28	31.10
4	Illiterate	15	16.67
Total		90	100
S.No	Occupation	No of Respondents	Percentage
1	Student	17	18.89
2	Salary employee	40	44.44
3	Self employee	16	17.78
4	Home maker	17	18.89
Total		90	100
S.No	Marital status	Number of Respondents	Percentage
1	Married	52	57.78
2	Un married	38	42.22
Total		90	100
S.No	Income level	Number of Respondents	Percentage
1	Below Rs.20000	27	30
2	Rs 20000-Rs.30000	29	32.22
3	Rs 30000-Rs.40000	23	25.56
4	Above Rs 40000	11	12.22
Total		90	100

Source: Primary Data

The above table, out of 90 respondents, 52.22 percent of the respondents are females and 47.78 percent of the respondents are males. In age group, 35.56 percent of the respondents are in the age group of 20-25, 23.33 percent of the respondents are in the age group of above 35, 15.56 percent of the

respondents are in the age group of 25-30, 14.44 percent of the respondents are in the age group of below 30-35 and 11.11 percent of the respondents are in the age group of below 20. In educational qualification 36.67 percent of the respondents are undergraduates followed by 31.10 percent of the respondents who graduate, 16.67 percent of the respondents are illiterate, and 15.56 percent of the respondents are up to HSC. In occupation 44.44 percent of the respondents were salary employees, 18.89 percent of the respondents were students, 18.89 percent of the respondents were homemakers, and 17.78 percent of the respondents self employees. In marital status 57.78 percent of the respondents belong to married and 42.22 percent of the respondents belong to unmarried. In income level, 32.22 percent of the respondents' income level is Rs 20000-Rs.30000, 30 percent of the respondents' income level is below Rs 20000, 25.56 percent of the respondent's income level is Rs. 30000- Rs.40000 and 12.22 percent of the respondent's income level above Rs 40000.

6. AWARENESS OF DIGITAL MARKETING

The following table shows the Awareness of digital marketing.

Table No: 2
Awareness of digital marketing

S.NO	Awareness of digital marketing	Number of the Respondents	Percentage
1	YouTube	25	27.78
2	Twitter	6	6.67
3	Face book	22	24.44
4	Instagram	35	38.89
5	Other	2	2.22
Total		90	100

Source: Primary data

The above table, out of 90 respondents, 38.89 percent of the respondent's aware of Instagram, 27.78 percent of the respondent's awareness of YouTube, 24.44 percent of the respondent's awareness of Facebook, 6.67 percent of the respondent's awareness of Twitter, and 2.22 percent of respondents aware of another digital marketing platform.

As a result, it reveals that most digital marketing awareness on Instagram.

7. PURCHASED STATUS OF DIGITAL MARKETING

The following table shows the purchased status of digital marketing of the respondents.

Table No: 3
Purchased Status of digital marketing

S.NO	Product	Number of the Respondents	Percentage
1	Book	8	8.89
2	Electronic items	19	21.11
3	Home appliance	29	32.22
4	Cloths	26	28.89

5	Accessories	2	2.22
6	Others	6	6.66
Total		90	100

Source: Primary data

The above table, out of 90 respondents, 32.22 percent of the respondents purchased home appliances, 28.89 percent of the respondents purchased clothes, 21.11 percent of the respondents purchased electronic items, 8.89 percent of the respondents purchased books, 6.66 percent of the respondents purchased other products and 2.22 percent of the respondents are purchased to accessories.

As a result, it reveals majority of the respondents are purchasing Home appliances.

8. STATUS OF NEW PRODUCTS OR SERVICES

The following table shows the status of new product or services.

Table No: 4
Status of new products or services

S.No	Uses	Number of the Respondents	Percentage
1	Not useful	13	14.44
2	Partially useful	24	26.67
3	Somewhat useful	21	23.33
4	Useful	29	32.22
5	Very useful	3	3.34
Total		90	100

Source: Primary data

The above table, out of 90 respondents, 32.22 percent of the respondents said useful, 26.67 percent of the respondents said partially useful, 23.33 percent of the respondents said somewhat useful, 14.44 percent of the respondents said not useful and 3.34 percent of the respondents said very useful.

As a result, the majority of the respondents said useful.

9. ATTENTION TO THE ONLINE ADVERTISEMENT

The following table shows the attention to online advertisement of the respondents.

Table No: 4
Attention to the online advertisement of the respondents

S.NO	Attention to the online advertisement	Number of the Respondents	Percentage
1	Never	18	20.00
2	Rarely	26	28.89
3	Sometimes	36	40.00
4	Often	7	7.78

5	Always	3	3.33
Total		90	100

Source: Primary data

The above table, out of 90 respondents, 40 percent of the respondents are attentive to online advertisements sometimes, 28.89 percent of the respondents are attentive to online advertisements rarely, 20 percent of the respondents are attentive to online advertisements never, 7.78 percent of the respondents are attentive to the online advertisement often, and 3.33 percent of the respondents are attentive to the online advertisement always.

As a result, it reveals that most respondents are attentive to the online advertisement sometimes.

10. EASY FIND HELPFUL INFORMATION THROUGH DIGITAL MARKETING

The following table shows easy find helpful information through digital marketing of the respondents.

Table No: 5
Easy find helpful information through digital marketing

S.NO	Easy find information through digital marketing	Number of the Respondents	Percentage
1	Very difficult	8	8.89
2	Difficult	15	16.67
3	Neutral	31	34.44
4	Easy	34	37.78
5	Very easy	2	2.22
Total		90	100

Source: primary data

The above table, out of 90 respondents, 37.78 percent of the respondents easily find information, 34.44 percent of the respondents were neutral about finding information, 16.67 percent of the respondents difficult to find information, 8.89 percent of the information very difficult to find information and 2.22 percent of the respondents very easy to find information.

As a result, it reveals the majority of the respondent's easy-to-find information.

11. SERVICE BASED LIKED TO DIGITAL MARKETING OF THE RESPONDENTS

The following table shows the service-based likes in digital marketing of the respondents.

Table No: 6
Service-based likes in Digital Marketing

S.No	Service based likes in Digital Marketing	Number of the Respondents	Percentage
1	Very unlikely	13	14.44
2	Unlikely	12	13.33

3	Neutral	31	34.44
4	Likely	29	32.22
5	Very likely	5	5.57
Total		90	100

Source: Primary data

The above table,, out of 90 respondents, 34.44 percent of the respondents said digital marketing service is neutral, 32.22 percent of the respondents said digital marketing service is likely, 14.44 percent of the respondents said digital marketing service very unlikely, 13.33 percent of the respondents said digital marketing service unlikely and 5.57 percent of the respondents said digital marketing service very likely.

As a result, it reveals that the majority of the respondents said digital marketing service neutral.

12. ENGAGING TO FIND DIGITAL MARKETING CONTENT OF THE RESPONDENTS

The following table shows the engaging in finding digital marketing content of the respondents.

Table No: 7
Engaging to find Digital Marketing content

S.NO	Engaging to find digital marketing content	Number of the Respondents	Percentage
1	Strongly disagree	9	10.00
2	Disagree	18	20.00
3	Neither disagree nor agree	14	15.56
4	Agree	44	48.89
5	Strongly agree	5	5.56
Total		90	100.00

Source: Primary data

The above table, out of the 90 respondents, 48.89 percent of the respondents agree to find digital marketing content, 20 percent of the respondent disagree to find digital marketing content, 15.56 percent of the respondents neither disagree nor agree to find digital marketing content, 10 percent of the respondents strongly disagree to find digital marketing content and 5.56 percent of the respondents strongly agree to find digital marketing content.

As a result, it reveals the majority of the respondents agree to find digital marketing content.

13. THE CUSTOMER FEELS ABOUT DIGITAL MARKETING ADVERTISEMENT

The following table shows the Customer's feelings about digital marketing advertisements.

Table No: 8

The customer feels about digital marketing advertisement

S.No	Customer feels about digital marketing advertisement	Number of the Respondents	Percentage
1	Not personalized	24	26.66
2	Little personalized	19	21.11
3	Moderated	22	24.44
4	Personalized	21	23.35
5	Very personalized	4	4.44
Total		90	100

Source: primary data

The above table, out of 90 respondents, 26.66 percent of the respondent's feelings are not personalized, 24.44 percent of the respondent's feelings are moderated, 23.35 percent of the respondent's feelings are personalized, 21.11 percent of the respondent's feelings are little personalized and 4.44 percent of the respondent's feelings are very personalized.

As a result, it reveals that most of the majority of the respondent's feelings are not personalized.

14. CUSTOMER BUYING DECISION IN DIGITAL MARKETING

The following table shows the buying decisions in digital marketing of the respondents.

Table No: 9

Customer Buying Decision in Digital Marketing

S.NO	Importance of buying decision	Number of the Respondents	Percentage
1	Not important at all	11	12.22
2	Slightly important	35	38.89
3	Fairly important	23	25.56
4	Important	15	16.67
5	Very important	6	6.67
Total		90	100

Source: primary data

The above table, out of 90 respondents, 38.89 percent of the respondents' buying decisions are slightly important, 25.56 percent of the respondents buying decisions are fairly important, 16.67 percent of the respondents buying decisions are important, 12.22 percent of the respondents buying decisions are not important at all and 6.67 percent of the respondents buying decisions are very important.

As a result, it reveals that most majority of the respondents buying decisions are slightly important.

15. DIGITAL MARKETING CUSTOMER SATISFACTION OF THE RESPONDENTS.

The following table shows customer satisfaction with digital marketing.

Table No: 10
Customer Satisfaction about Digital Marketing

S.NO	Customer Satisfaction about Digital Marketing	Number of the Respondents	Percentage
1	Very dissatisfied	8	8.89
2	Dissatisfied	11	12.22
3	Neutral	32	35.56
4	Satisfied	33	36.67
5	Very satisfied	6	6.67
Total		90	100

Source: primary data

The above table, out of 90 respondents, 36.67 percent of the respondents for satisfied, 35.56 percent of the respondents for neutral, 12.22 percent of the respondents for dissatisfied, 8.89 percent of the respondents for very dissatisfied, and 6.67 percent of the respondents for very satisfied with the overall experience.

As a result, it reveals that of majority of the respondents for satisfied with the overall experience.

16. FINDINGS

- ✓ The majority of respondents are female 52.22 Percent.
- ✓ The majority of respondents are in the age group of 20-25.
- ✓ The majority of respondents are in the education qualification undergraduate degree.
- ✓ The most of the respondents of salary employees.
- ✓ The majority of respondents are belongs to married.
- ✓ The most of the respondent's income is Rs 20000-Rs.30000.
- ✓ The most digital marketing awareness on Instagram.
- ✓ The majority of the respondents are purchasing Home appliances.
- ✓ The majority of the respondents said useful.
- ✓ The most respondents are attentive to the online advertisement sometimes.
- ✓ The majority of the respondent's easy-to-find information.
- ✓ The majority of the respondents said digital marketing service neutral.
- ✓ The majority of the respondents agree to find digital marketing content.
- ✓ The most of the majority of the respondent's feelings are not personalized.
- ✓ The most majority of the respondents buying decisions are slightly important.
- ✓ The majority of the respondents for satisfied with the overall experience.

17. CONCLUSION

Consumer perception towards digital marketing is influenced by personalization, transparency, engagement, and trust. While digital marketing offers businesses immense opportunities, it also comes

with challenges such as privacy concerns and ad fatigue. Brands that focus on delivering valuable, relevant, and interactive content while maintaining ethical marketing practices will gain a competitive advantage. Ultimately, a consumer-centric approach, backed by technology and data-driven insights, is key to fostering positive consumer perception and long-term brand loyalty.

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