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A Study on Customer Satisfaction in Digital Marketing At Subzero Technologies, Coimbatore

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ABSTRACT
*The study entitled "**A STUDY ON CUSTOMER SATISFACTION IN DIGITAL MARKETING**". It aims is to understand the level of satisfaction in Digital Marketing. The study can be useful to know more about the Digital marketing and various services provide by it. It gives a detailed picture about the Advertising. The information gathered through the study could be useful for any Digital and Technological advanced company to formulate future practices and strategies to attract customers. The geographic scope of the study is limited to Digital marketing in Coimbatore. The study is descriptive research study. The sample design used in their study and the sample size is 120.The primary data will be collected through questionnaire method. The secondary data will be collected from internet, books and journals.*

Key words: Digital marketing, customer satisfaction, Social platform

I. INTRODUCTION

Digital Marketing is a form of advertising via Digital phones or other Digital devices. It is a subset of Digital marketing. Digital Marketing as a medium has been drawing significant attention from media giants and the advertising industry since the mid-2000s. Digital technology is identifying newer Digital multimedia and is constantly evolving.

Digital Marketing is slowly emerging as the preferred choice for advertisers as Digital s are extremely personal devices with an unparalleled reach, resulting in opportunities to target audiences in ways that no other media can offer. Digital Marketing encompasses text messaging, Digital commerce, and Bluetooth marketing along with the traditional search engine marketing, banner adverts, video adverts, and ringtone downloads.

Digital as Media

This unobtrusive two-way communications caught the attention of media industry and advertisers as well as cell phone makers and telecom operators. Eventually, SMS became a new media - called the seventh mass media channel by several media and Digital experts -and even more, it is a two-way Digital media, as opposed to one-way in Digital media like radios, newspapers and TV. Besides, the immediacy of responsiveness in this two-way media is a new territory found for media industry and advertisers, who are eager to measure up market response immediately. Additionally, the possibility of fast delivery of the messages and the ubiquity of the technology (it does not require any additional functionality from the Digital phone, all devices available today are capable of receiving SMS), make it ideal for time- and location-sensitive advertising, such as customer loyalty offers (ex. shopping centers, large brand stores), SMS promotions of events, etc. To leverage this strength of SMS advertising, timely and reliable delivery of messages is paramount, which is guaranteed by some SMS gateway providers.

MARKET

"Market includes both place and region in which buyers and sellers are in free competition with one another".

MARKETING

"Marketing is concerned with the people and activities involved in the flow of goods & services from the producer to the consumer".

CUSTOMER

Today's companies are facing their toughest ever. The companies can out do their completion if they can move from a product and sales Philosophy. In this chapter, we deal in detail how companies can go

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about winning customers and outperforming competitors. The answer lies in doing a better job of meeting and satisfying customer needs.

The best marketing department in the world cannot sell products that are poorly made or fail to meet anyone's need. The marketing department can be effective only in companies whose various departments and employees have designed and implemented a competitively and superior customer value delivery system.

CUSTOMER SATISFACTION

Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product perceived performance or outcome in relation to his expectations.

"As this definition makes clear, satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted".

CONSUMER

"Consumer means any person who buys and goods or avails services for personal use for a consideration"

CONSUMER BEHAVIOUR

Consumer behaviour is defined "as" the process whereby individuals decide what, when, where, how and from whom to purchase goods and service. A marketer is always interested to know how consumers respond to various marketing stimuli, such as product price, place and promotion and other stimuli, i.e. buyer environment such as economic technical, political and cultural.

INDUSTRY PROFILE

Web Development is the work involved in developing a website for the internet or and intranet. The web Development industry comprises companies and freelancers that design and develop websites for businesses and individuals. With the rapid growth of smart phones, gadget development, and the increasing reach of tech in everyday life, web development is one of the most attractive fields in Tech industry. The global web Development market size was valued at USD 56000.0 million in 2021 and is expected to expand to USD 89013.17 million by 2027.

II. REVIEW LITERATURE

Jaffrey Graham(2015) has published his article entitled "Web advertising's future e-Marketing strategy" Morgan Stanley Dean Witter published an equity research report analyzing the Internet marketing and advertising industry. The report studies research from dozens of companies and calculates the cost and effectiveness of advertising across various media. Branding on the Internet works. For existing brands, the Internet is more effective in driving recall than television, magazines, and newspapers and at least as good in generating product interest.

Susanne Schwarzl and Monika Grabowska (2015), in their study on the topic "Online marketing strategies: the future is here" said that studying the customers' behavior is important in all the type of marketing activities. Whether it is online or offline customers behave in the same way. An apt strategy should be used for bringing the attention of customers. No company activities move without internet. So it is important to have at least one online department for the company's web presence. The main goal of company should be to create a clear defined brand which represents the companies values and catch potential buyers and loyal consumers attention offline as well as online.

Vladislav Yurovsky(2016), in his study "Pros and Cons of Internet marketing" came to a conclusion that there are advantages as well as disadvantages for internet marketing. Some of the advantages are empowering effect, elimination of geographic barriers, target reaching, immediate results, cost effective, reaching wider or international auditory, measurable result, can be personalized, relationship build, 24 hours/ 7 days availability. Internet marketing also have some disadvantages such as copying, too much add cutter, unserious perception, unconformity to the product, too much competition, and damage by negative feedback, technological dependence, and were not embraced by all people and lack of trust.

Advertising in social media: How consumers act after seeing social ads. Adapted from **Nielsen (2016).** Social media has not only changed how people communicate online, but it has also changed the consumption of other media too. Online social connections are used to filter, discuss, disseminate, and validate news, entertainment, and products for consumption. (Ryan 2011: 15) The next chapters will explain more about each of the world's current most widely used social medias. There are, of course, many other social networks and applications (apps) available but considering the study, the focus is on the main Medias.

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III. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. In it we study the various steps that are generally adopted by the researcher in studying his research problem. Along with logic behind them. According them Clifford woody research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collection, organizing and evaluating data making deductions and reaching conclusions, and at last carefully testing the conclusions to determined whether they fit the formulating hypothesis. In these projects the study was conducted on basis of the survey conducted in selected companies. The whole was conducted with the help of structured questionnaires sending to the companies by using internet.

IV. RESEARCH DESIGN

A research design is a blue print for fulfilling objectives and answering questions. "A research design is the arrangement of conditions for collection measurement and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure". The design of a research study is based on the purpose of the study.

The research design is the basic framework or a plan for a study that guides the collection of data and analysis of data. The design may be a specific presentation of the various steps in the process of research. These steps include the selection of research problem, formulation of the hypothesis, methodology, survey of literature and documentation, bibliography data collection, testing of hypothesis, interpretation, presentation and report writing. In this market survey the design adopted for the study constitutes a combination of exploratory research and descriptive research design. The exploratory part consists of formulation the specific problem. The descriptive part consists of primary data collection through schedules.

- **Descriptive research method**

The main purpose of descriptive research is to describe the state of view as it exists at present. Simply stated, it is a fact finding investigation. In descriptive research, definite conclusions can be arrived at, but it does not establish a case and effect relationship. This type of research tries to describe the characteristic of the respondent in relation to a particular product

- **Exploratory research method**

This type of research is carried out at the very beginning when the problem is not clear or is vague. In exploratory research, all possible reasons which are very obvious are eliminated, thereby directing the research to proceed further with limited options

METHOD OF DATA COLLECTION

Primary Data

The primary data was collected from the Digital marketing users, through structured questionnaire and discussion with the Digital marketing users.

Secondary Data

Apart from primary data, the secondary data is being collected through Text Book, Journals, Reports and websites.

SAMPLE SIZE

Most of them were used Digital marketing in day-to-day life. Out of these, the researchers were selected 120 users of Digital Advertising.

Sampling Area:

The researcher were collected the primary data from Coimbatore. Therefore the researcher adopted convenience sampling for the purpose of collecting the primary data.

Period of the Study:

The study covers the periods of three months from the respondents

SAMPLING

Types of research	Descriptive research
Sampling method	Simple random sampling
Sampling technique	Convenient sampling
Sampling size	120
Sampling area	Coimbatore
Date collection instrument	Questionnaire Method
Method of analysis	Excel Data
Data analysis technique	Chi – Square test,anova and Correlations were used to analysis the technique

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AREA OF THE STUDY

This project study is done in Coimbatore area; the data's are collected from 120 respondents.

LIMITATION OF THE STUDY

- The time limit is one of the main factors to conduct the study effectively.
- The data collection is applicable in Coimbatore only.
- The time period of research was restricted to limited days.
- The different views and opinions provided by the respondents weresubjected to Personal bias.
- The respondents may not be true in filling up the questionnaires.
- The study was only confined to 120 respondents.

CHI-SQUARE ANALYSIS

HYPOTHESIS

Null hypothesis (H0): There is no significant difference between familier with digital marketing service and role of digital marketing in business

Alternative hypothesis (H1): There is a significant difference between familier with digital marketing service and role of digital marketing in business

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.219[a]	12	.905
Likelihood Ratio	6.398	12	.895
Linear-by-Linear Association	.230	1	.631
N of Valid Cases	100		

Significant = P<=0.05, Not Significant =P>0.05

INTERPRETATION

According to the Chi-square table the $X^2 = 6.219$, a degree of freedom is 12 and 'p' value is 0.555. Here, the 'p' value is greater than 0.905 (0.905> 0.05). So the H_0 is rejected and the H_1 is accepted. Hence there is a significant difference between familier with digital marketing service and role of digital marketing in business.

CHI-SQUARE ANALYSIS

HYPOTHESIS

Null hypothesis (H0): There is no significant difference between social media platform helps in marketing of your company and prefer social media platform.

Alternative hypothesis (H1): There is a significant difference between social media platform helps in marketing of your company and prefer social media platform.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.887[a]	12	.985
Likelihood Ratio	4.301	12	.977
Linear-by-Linear Association	.001	1	.981
N of Valid Cases	100		

Significant = P<=0.05, Not Significant =P>0.05

INTERPRETATION

According to the Chi-square table the $X^2 = 3.887$, a degree of freedom is 12 and 'p' value is 0.985. Here, the 'p' value is greater than 0.985 (0.985> 0.05). So the H_0 is rejected and the H_1 is accepted. Hence there is a significant difference between social media platform helps in marketing of your company and prefer social media platform.

ANOVA ANALYSIS

GENDER- One-Way Ann ova Analysis

One way analyses were conducted to check whether the study variables differ across various gender levels. The gender break up among the respondents is as follows

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Gender	Frequency
Male	56
Female	44
Total	100

To check whether the various study variables differ across different gender, one way ANOVA was conducted. The various hypotheses being considered are

NULL HYPOTHESIS

H_0: There is no significant difference between the gender of the respondents and difficulties are keeping you away from digital Marketing Service of your Subzero Technologies**.**

ALTERNATIVE HYPOTHESIS

H_1a: The respondents rating about the dependability on technology will differ across various keeping you away from digital Marketing Service of your Subzero Technologies.

H_1b: The respondents rating about the Lack of secrecy will differ across various keeping you away from digital Marketing Service of your Subzero Technologies

H_1c: The respondents rating about the Hacking/security issue will differ across various keeping you away from digital Marketing Service of your Subzero Technologies

H_1d: The respondents rating about the Lack of Information issue will differ across various keeping you away from digital Marketing Service of your Subzero Technologies

H_1e: The respondents rating about the others issue will differ across various keeping you away from digital Marketing Service of your Subzero Technologies

TABLE SHOWING THE GENDER OF THE RESPONDENTS AND DIFFICULTIES ARE KEEPING YOU AWAY FROM DIGITAL MARKETING SERVICE OF YOUR SUBZERO TECHNOLOGIES

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Dependability on technology	Between Groups	.077	1	.077	.346	.557
	Within Groups	26.289	99	.223		
	Total	26.367	100			
Lack of secrecy	Between Groups	.144	1	.144	.107	.744
	Within Groups	158.356	99	1.342		
	Total	158.500	100			
Hacking/security issue	Between Groups	.179	1	.179	.344	.559
	Within Groups	61.413	99	.520		
	Total	61.592	100			
Lack of Information	Between Groups	.491	1	.491	.523	.471
	Within Groups	110.834	99	.939		
	Total	111.325	100			
Others	Between Groups	.074	1	.074	.154	.696
	Within Groups	56.518	99	.479		
	Total	56.592	100			

Significant = P<=0.05, Not Significant =P>0.05

INTERPRETATION

From the above ANOVA analysis it is inferred that there is no significant difference between the gender of the respondents and their difficulties are Dependability on technology, Lack of secrecy, Hacking/security issue, Lack of Information, Others keeping you away from digital Marketing Service of your Subzero Technologies as the p value is more than the significant value so H_1 is rejected and H_0 is accepted.

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CORRELATION

TABLE SHOWING THE ANALYSIS OF CORRELATION BETWEEN BUSINESS AND DIGITAL MARKETING SERVICE YOU ARE FAMILIAR

HYPOTHESIS

Null hypothesis (H0): There is no significant difference between business and digital marketing service you are familiar.

Alternative hypothesis (H1): There is a significant difference between business and digital marketing service you are familiar.

CORRELATIONS

		Spend on watching TV	Aspect of television ad is important
Spend on watching TV	Pearson Correlation	1	.182
	Sig. (2-tailed)		.070
	N	100	100
Aspect of television ad is important	Pearson Correlation	.182	1
	Sig. (2-tailed)	.070	
	N	100	100

INTERPRETATION

From the above table it is inferred that there is positive correlation between both the factors. And the p value is greater than significant level of 0.01 hence by accepting the Null hypothesis and rejecting the alternative hypothesis can declare that there is no significant difference between the business and digital marketing service you are familiar.

V. FINDINGS

- To determine the attitude of the people towards digital marketing.
- To determine the behaviour intention of people towards digital marketing.
- To find out relation between the attitudes among digital marketing.
- To find out the relationship between the customer attitude and behaviour intention.
- To offer suggestions to the practitioner.
- Between being familiar with digital marketing services and their use in company,there is a big gap.
- The two types of social media platforms those that assist your business sell itself and those that are preferred-are vastly different from one another.
- The respondents' genders are not much different, and the issues prohibiting them from using Subzero Technologies' digital marketing services include their dependence on technology, a lack of confidentiality, hacking and security concerns, a lack of information, and others.
- The company and the digital marketing service you are accustomed to do not differ much from one another.
- The respondents largely agree that Subzero Technologies promotes your advertisement in a digital media at the appropriate moment.
- When compared to the amount spent, the respondents received outstanding value from the services of the digital agency.
- The respondents said that a lack of confidentiality about their struggles prevents them from using a digital agency's marketing services.

VI. SUGESSTIONS

Though digital marketing are rarely shown on television yet many people could recall it as per the data of research. 't shows that there is only need to guide marketing only to rememori4e customers. Time consuming-many respondents do not return the questionnaire in time despite of several reminders. Inaccurate access-Risk of colleting incomplete and wrong information as people is unable to understand questions properly. Non response-many people do

not respond and returned the questionnaire without answering all questions. Questionnaire method cannot be used for illiterate persons. Remove communication barriers and misconceptions between the Institutions and distributors by effective communication with institutions time to time. This will help in easy modern marketing differentiation and recognition. Efficiency in distribution.

VII. CONCLUSION

The successful completion of this internship indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, but it also consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians. Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two-way communication between brands and customers. Digital media is the best platform to convert a product to a brand. Because it is more cost effective, and it provide lot of touch points to marketer. Brands can be able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, but brands can also increase their customers, or they can retain their existing customers.

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