A STUDY ON THE SATISFACTION LEVEL OF CUSTOMERS FROM ONLINE AND RETAIL MARKETING WITH SPECIAL REFERENCE TO KOTTAYAM DISTRICT

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ABSTRACT

Online marketing is becoming a hot topic in every business sector, and gradually plays a truly important role in any company's multi-channel marketing strategies. It uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. In this paper, an attempt is made to find out the attitude of customers towards online marketing. Two major findings found are majority of the respondents are satisfied with online marketing over the retail marketing and there is significant difference in the satisfaction level of customers from online and retail marketing.

KEYWORDS: *Online & Retail Marketing, Satisfaction Level of Customers*

INTRODUCTION

Information technology affects everything from daily life to business in 21st century. In business environment, it shapes not only commerce but also the way in which companies implement their marketing strategies. Offering new marketing channels to interact with customers is crucial to increase sales for company. Thus, the successful application of information technology to connect marketing applications is highly prominent.

Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing cost, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey communicates and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store.

Online marketing is the practice of leveraging web based channels to spread a message about a company's brand, products or services to its potential customers. The objective of online marketing is to reach potential customers through the channels where they spend time reading, searching, shopping, or socializing online.

In recent years, there is a tremendous increase in online marketing due to the advantages such as cheap price, wider options, quick availability, reliable sellers, scope for comparison and many more. This study focus on the customer's attitude towards the online marketing over the retail marketing.

OBJECTIVES

- To know the attitude of customer's towards online marketing.

- To understand the factors which are considered while purchasing products through online marketing.

- To analyse the satisfaction level of online customers over retail customers.

- To identify the different payment and delivery methods preferred by the customers.

REVIEW OF LITERATURE

ManishaKinker and N.K. Shukla(2016) commented that Customer-oriented factors time saving, product quality, product price, convenience, accessibility, and shop anywhere and anytime are the main specific factors influence customer's attitudes toward electronic product online shopping.

Peter J. Danaher and Guy W. Mullarkey (2015) have published their research article entitled **"***Factors Affecting Online Advertising Recall: A Study of Students".*In this research article we examine factors that might impact on web advertising recall and recognition. These factors include the viewing mode, duration of page viewing, and web page context factors, including text and page background complexity and the style of the banner advertisement. Via an experimental design conducted on a student sample, we manipulate these factors over several levels. The key finding is that the longer a person is exposed to a web page containing a banner advertisement, the more likely they are to remember that banner advertisement. We also find that recognition scores are much higher than both unaided and aided recall scores.

Bashir (2013) in the study Consumer Behaviour towards online shopping of electronics revealed that online shopping is getting popular among the young generation as they feel more comfortable, time saving and convenient. It was analysed from the survey that when a consumer makes a mind to purchase online electronic goods was affected by multiple 82 factors. The main crucial identified factors were time saving, the best price and convenience. The price factor was popular among the people because online markets prices were lower as compared to the physical markets. People compare prices in online stores, review feedbacks and rating about product before making the final selection of product and decision.

Rashid Saeed, et al (2013) examined the dimensions of internet advertisements on consumer attitude. Data was collected through the questionnaire. The sample size was 150and the respondents were chosen through Convenience Collected. Advertising Utility, trust, price and perception were the independent Variables and cognitive, affective and behavioural attitudes were the dependent Variables. The study revealed that there is positive and significant relationship among the consumer attitude and advertising utility. Further, it also revealed a Positive and significant relationship between consumer attitude and trust on Advertisement.

STATEMENT OF THE PROBLEM

Online marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of scams, fraudulent practices and cheating activities had created fear in the minds of customers and also an adverse impact in the attitude of customers towards online purchase. The problem area of this survey is consumer's

satisfaction and attitude towards online marketing. It will determine the factors that influence customers to shop online and those factors which help the marketers to formulate their strategies towards online marketing.

Hypothesis

Ho: There is no significant difference in the satisfaction level of customers from online and retail marketing.

H1: There is significant difference in the satisfaction level of customers from online and retail marketing.

SCOPE OF THE STUDY

This study was focused on the investigation of consumer's attitude towards online marketing. This study was limited to the customers in Kottayam town, Kerala. This study discusses the opinions of the respondents. The theoretical scope of the study includes consumer's behaviour, popularity of online marketing, factors considering for purchasing through online marketing etc.

RESEARCH METHODOLOGY

The study has been designed as an analytical one, based on primary and secondary data.

Type of Data

- **Primary Data:** The primary data has been collected from the respondents through Questionnaire.

- **Secondary Data:** The secondary data consist of the data collected through internet, books, journals, magazines.

Sample Design

- **Sampling Method:** Convenience sampling was adopted for this study.

- **Sample Size:** Samples of 100 respondents were considered for the study.

LIMITATIONS

- Scope of the project was limited to Kottayam town.The data was collected from 100 respondents only.

- This study has only limited time.

- Impact of online marketing is limited to online marketing of mobile phones.

- There will be defaults in the primary data.

ANALYSIS AND INTERPRETATIONS

Table 1: Age Wise Classification

Age	No. of Respondents	%
Below 20	16	16%
20 – 30	38	38%
30 – 50	29	29%
50 – 60	11	11%
Above 60	6	6%
Total	**100**	**100%**

Source: Primary data

From the table, it is clear that out of 100 respondents, majority are under the age group 20-30.

Table 2: Respondents Attitude towards Online Marketing

S. No		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	The instructions display in the internet are very clear	22	18	26	8	2	76
2	The site enables the visitors to acquire the required information	12	33	19	9	3	76
3	Product selection is easy	14	25	22	11	4	76
4	Ordering procedures is simple	17	32	10	9	8	76
5	Payment process is simple	21	29	20	5	1	76
6	Images of the product gives a good sense of the actual product	20	25	25	4	2	76

Source: Primary data

Interpretation

From the table, out of 76 respondents,

- Majority of the respondents has neutral opinion that the instructions display in the internet is very clear.

- Majority of the respondents agrees that the site enables the visitors to acquire the required information.

- Majority of the respondents agrees that the product selection is easy.

- Majority of the respondents agrees that the ordering procedures are simple.

- Majority of the respondents agrees that the payment process is simple.

- Majority of the respondents agrees that the images of the product give a good sense of the actual product.

Test Statistics	Level of Significance	Degree of Freedom	Calculated Value	Table Value	Result
Chi-square	5%	4	10.78	9.488	REJECT Ho

We reject the null hypothesis and accept the alternative hypothesis that there is significant difference in the satisfaction level of customers from online and retail marketing.

FINDINGS

For the study, 100 respondents were selected; out of them 76% of the respondents use online marketing and the rest 24% do not use the same. Hence, in this study, the data collected from 76% of the respondents was used to compare the satisfaction level of customers from online and retail marketing. From this study, it is clear that there is significant difference in the satisfaction level of customers from online and retail marketing. From the study, it is clear that most of the respondents are of the opinion that online marketing is a reliable tool of marketing. It is clear that majority of the respondents are Satisfied with online marketing over the retail marketing. From the study, it is clear that there is significant difference in the satisfaction level of customers from online and retail marketing

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SUGGESTIONS

- Consumers should be educated on online purchase procedures and its do's and don'ts.

- Transactions should be safe and proper security should be assumed to the people making online purchases.

- Government should play a pivotal role in encouraging online shopping for the betterment of the social and economic development.

- E-marketers must give a thought on safety, time and required information while designing their online product strategy.

- The online sellers have to make their payment transparent, and as people are coming on their sites and they are buying their products, so retailers have to give more discounts to their customers so that they can visit again and again to their site.

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