

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

*Bibin Vasu*

*Lecturer, Department of Commerce, Commerce Academy, Kuravilangad, Kerala, India*

**Received: 15 Mar 2019**

**Accepted: 23 Mar 2019**

**Published: 31 Mar 2019**

### **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*